

File - P.R. Com

Pub. Rel. Comm.

January 12, 1961

Mr. Elmer G. Sulzer, Director
Radio & Television Communications
Radio Station WFIU-FM
Indiana University
Bloomington, Indiana

Dear Bruno:

Bill and I started working on the NAEB committee list in October - and we're still working on it. However, nothing has been firm-
ed up for sure.

In our initial discussions we thought we would leave the Public Relations committee as is, except to delete Cheydleur (who is out of the country), and Siegel. This would leave Sulzer, chairman, Bender, Benjamin, Bouwman, Peneguy, and Father Williams.

I suspect that you will be hearing from Bill very soon on this, and I would suggest that you go ahead with any ideas you have on the assumption that it will come out about as above.

Hope there will be some way that the Hills and Sulzers can get together before the former take off for Washington - actually I will go about the first of March and Dorothy and the kids will stay here until school is out.

Cordially,

Harold E. Hill
Administrative Vice President

HEH:fmk

P. S. Your "Met" broadcast brochure looks good.

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

January 9, 1961

RECEIVED
NAEB HEADQUARTERS

JAN 11 1961

AM
7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harold E. Hill
Administrative Vice President
National Association of
Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

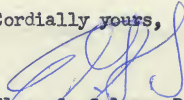
Dear Harold:

Well, I see that the Hill family is going to pickup bag and baggage and leave Champaign for our nation's capital. I hope you enjoy becoming a big city boy, but I would be willing to bet that you will miss the cheerful atmosphere of Urbana-Champaign.

The purpose of this letter is to inquire as to the makeup of the Public Relations Committee of the NAEB for the current year. One or two members of last year's committee have come to me with projects, but since it is my feeling that we have no status currently, I have bottled up such activities. Furthermore, I have a promotion idea that I would like to present to the new committee, so will you clarify this matter for me at your convenience.

Give my best to Betty.

Cordially yours,


Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mm

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE

3-14-61

March 10, 1961

Mrs. Betty McManis
Publications Editor
National Association of
Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Betty:

I would know that all efficient letters are typed with the information on the back. They are really typed in the back of the envelope of your organization.

Now that you are in a good mood, I am writing you a letter as follows:

1. What if you performed some of the tasks that would be our committee's job? I am asking you to do so. I am asking you to do so. I am assuming that you would distribute them with a briefing letter, maybe from me. It is all in the interest of your views. I am asking you to be prepared to take definitive action one way or another at this time.
2. Relative to the matter of the 10 committee, when I talked to Bill's secretary in the English Department, I indicated my hope that Bill would be able to be substituted for someone on this committee. Therefore, I am wondering if this committee list is really the final one. If it is, I will immediately proceed to get a letter, friendly, warm, and enthusiastic letter to the committee. Can you advise on this point?
3. I agree that we should have a meeting at this time, but I think the time of Wednesday is too early. For many of our members, including myself, that we are having a meeting in a day and a half would not be a good idea. I am asking you to pay for a committee meeting. What do you think about

What do you think re details and mtg time? Binder also, is nat definitely on? Thanks Bmch

Mrs. J. J. [unclear]

March 10, 1961

✓
an early evening time on Thursday, March 9. If either of these times are feasible to you and you have the program in front of you (I will), go ahead and set the time and just let me know what you have done. I know the financial situation of the institution of some of these schools and I am trying to exercise the sentiments of that famous song by Sam YAKOVLEV, "You Gotta Have Faith".

I had a great time in Florida and came back with a real honest-to-goodness winter which is rapidly fading away. In any event, my sympathetic staff accuses me of being if all with similar dream as the whole thing was futile.

Sincerely,

Elmer H. Sulzer, Director
Radio and Television Communications

ESS:mr

- P. S. Just saw the last sentence of your letter. I don't believe that the decoding prices are particularly out of line, and I feel sure that we could make a further reduction if we entered these in lots of a thousand. If you think that that quantity could be used by the NISB, perhaps you could let me get those prices in advance of our meeting.

Pe Bouwsma letter - Raises some excellent points, but much of it, to me at least, is utter nonsense. While feeling that some of our established services should be turned over to someone else, he suggests instigation of new services which would be not only extremely limited in application, but impossible to achieve without a great deal of money and even more time. I believe he is idealistically oriented so far as the NAEPB is concerned, and yet he is so obviously pro-Center that he gets his idealism and practicalities inextricably intertwined. He has some pet projects he has nurtured for years, and others he has hard-headedly ignored and belittled.

heh

4/14/60

*Public
Relations
Committee*

RECEIVED
NAEB HEADQUARTERS

APR 14 1960

April 11, 1960

APR 14 1960
7:18:10 11:12:11 1:21:14 4:15:18

Mr. Elmer Sulzer
Radio-TV Dept.
Indiana University
Bloomington, Ind.

Dear Elmer:

Your letter of March 17 was a "stumper" to me. You had so much in it that requires great thought and intensive planning. Let me give you a few notes on what I see and feel and then you can see why I'm taking so much time in answering.

A. NAEB image - This is the worst problem for us. Let me give you the present picture as I see it;

1. NETRC has become a focal point for ETV stations. It holds one managers meeting per year, one program directors meeting per year, and this year it is holding an engineering meeting. Since many of the critical developments of ETV are decided in these meetings they are most significant for ETV. However, it is obvious the Center holds an image of ETV stations and the network office.

Another aspect is that of professional advancement. With an excellent station relations department, engineering area, and much "inside channels" information exchanged, the Center does a very good job of professional advancement for those now affiliated with it. It is disturbing to see the breach in information widening between ETV station and NAEB non-station personnel, but it is happening everyday and will be a critical issue quite soon. I don't believe it is the Center taking over an NAEB job, its just that the Center in its services to its members has the funds and the know-how to do an excellent job.

The new aspect of international radio networking undertaken by the Center with its Broadcasting Foundation merger is also most interesting. Of course this was one of the growth areas of NAEB as Harry has so often mentioned. Does this now cut the NAEB down to national scope? Does this now make the merger of the NAEB network with the Center a matter of time? Frankly, I believe this is what is happening. I also believe it must happen, for educational radio like ETV needs catalytic jolts of funds and projects to increase its growth and impact. It is difficult to push the radio network image of NAEB for it might soon become a different but stronger member of the NETRC.

With the Center so graciously supplying funds for NAEB radio program projects during the past years, this is not a "grab for power" but is a practical solution to an important development problem.

2. Learning Resources Institute has taken unto itself that area of educational programming which deals with instruction at the elementary, secondary, and college level. This area will rapidly become theirs by top level involvement and by acquisitions.

Having already acquired the NBC Continental Classroom series and working with all three nets on other potential credit courses in the future, they are on the way. With the great amount of credit courses to be produced for their Airborne Council and with other production possibilities at stations and closed-circuit studios they will have much to offer the field.

LRI will also include radio tapes and scripts of instruction programs at all levels, so it seems to me this area is being developed on a national scale intensively and we need this development.

By intensive involvement of top educational administrators, state superintendents, local superintendents, college presidents, etc. LRI will have few problems with NAEB members who might oppose their plans. (It would be difficult for a department chairman to oppose his president and deans.) Therefore, I believe we must work to facilitate the growth of LRI and assist in the gradual change-over, making sure that NAEB still holds some of its prerogatives of "pioneer ownership." (a sort of educational broadcasters homesteading responsibility and veto.)

3. JCET with its responsibilities for government contact, station and network development and engineering information is now being financed jointly by the Center and Learning Resources Institute while a decision for its future is being made. The NAEB had no funds to assist its child and therefore the NETRC and LRI decision to not let it go out of business was laudable. However, right now the NAEB cannot in good faith build an image of station and network development for it has given over most of this area to these other organizations.

4. Ohio Institute has become a platform and meeting ground of educational broadcasters and public service directors of commercial stations. Its awards are an important part of publicity for educational and cultural broadcasts. It is also an area for closer contact with allied citizens groups interested in promoting educational broadcasting. It also serves a function for job placement for personnel entering the field.

5. NAEB right now is trying to serve all of the functions listed above plus many others. By committees which meet once or twice a year it attempts to do the job that other organizations have full time employees working on every day.

Granted NAEB now has an excellent full-time President and Vice-President, but painfully few other executives to work with these other organizations. I am convinced the NAEB must stake out a claim for a certain aspect of broadcasting and hand over some of its present responsibilities to these other organizations. Being quite new in the field it is easy for me to say this for I have not worked for years on some sacred cow.

At this time there is great and important financial interest on the part of the Ford Foundation in closed-circuit instruction for credit. I believe a comprehensive nationwide development project of closed-circuit videotape and kine exchange under the guidance of NAEB might be a worth while project.

This project should also be done in radio and include facsimile. This might give NAEB the exciting image it needs. I refuse to believe it will become a meeting for papers, social contacts, and remembrances of the old days. There is much for the NAEB to do.

Obviously I don't believe your request of a "concise image" is possible at this time.

B. Your idea of a development of a check list of promotion routines for educational stations might be worth while, but first we must find out who does P.R. and what his or her background is. The Center's Houston meeting discussed the problems of P.R. releases slides etc. and the differences in station personnel and in local policies became evident. Such a check list should be worked out with the Center, JCET, L.R.I., and also many manufacturers presently affiliated with NAEB who send out educational broadcasting newsletters.

I don't know how much is duplicative, but I'd say 2/3rds of the published information I receive during a week I have seen or heard before, and I know there are millions of important people who get nothing. So first of all I suggest a joint P.R. meeting of all agencies to plan a master system and selection of content material. After this is set up, the check list has greater meaning for the local P.R. person could do a much better job with more and better materials available.

C. The Center has already started a program schedule exchange of ETV stations. I think that by next fall they could give us much information on the problems involved and on preliminary results of such a project.

D. The problem of the image of NAEB within a station is difficult in ETV for we are not too sure what they will offer us in services. In radio it appears the image could be made more distinct, but it is dependent on potential changes. I respectfully suggest this awaits solution of tendencies I pointed out in A.

E. The image of NAEB with students will be dependent on what services NAEB will perform for students, not confusing the IERT Columbus image with the NAEB either.

F. The problems of developing success stories are not too difficult to solve. Some ETV stations, for example, must exist on public support and public acclaim. They also have large P.R. staffs, and they are geared for local and national publicity. We know this is their lifeblood and do not begrudge them their publicity successes for if they did not have great public acclaim they would receive few public contributions and might not be on the air.

Anyone can work out success stories if they have the personnel and the time to work on it. I don't think we should be concerned with the local problems.

G. I don't know how we could select a promotional theme for NAEB. We might advise that an annual theme would be a good idea to Skornia and see what he thinks of it. But a theme and its publicity nationally costs money and requires a staff.

H. Of course I believe a National Educational Broadcasting Week is essential, and the Advertising Council should be ready for it. However, it should be a joint proposal for NAEB, the Center, and LRI, the NAEB should not try it alone. Various contact people in advertising have already been effected by ETV and should be willing to help us with the project. Such people include:

John P. Cunningham - Chmn. of Cunningham and Walsh.

James S. Fish - Vice Pres. Adv. General Mills. Chmn. Bd. of Adv. Fed. of America.

Don McGannon - Pres. Westinghouse Broadcasting. Chmn. AFA Communications Comm.

Thomas B. Adams - Pres. Campbell Ewald Adv. Agency.

If we work it out with the Center, Kraetzer has been contacting many New York offices, I am sure a comprehensive job can be done.

I. The drive for NAEB membership among teachers utilizing TV is a great idea. It should be tied in with the utilization committee, and utilization reports should be distributed to these teachers along with an NAEB membership form. Each station could be a clearing house for these mailings.

J. The features for the slicks will probably be done by the Center, LRI, and the publicity conscious ETV's. I'm not sure what gimmick the NAEB has which would get it into a slick.

K. The articles in trade publications would not be too important for industrial membership. They want to know "quid pro quo." Who's buying what in relation to their membership and their rights under their membership. May I suggest a confidential polling of NAEB members in which a total equipment purchase figure per year could be reached. This figure would get you members from industrial firms, in a hurry.

L. I don't understand what is meant by an ETV and ER unit to exchange ideas, it seems to me that is what is one of the main functions of NAEB.

I am debating whether I should attend Columbus. I just attended the Chicago Ampex meeting, the Center's Houston meeting, the NAB in Chicago, and we've got another Center and Airborne meeting in late May. The program schedule does not intrigue me at all. If you believe we will hold an important meeting I will attend to work with you and the committee. Let me know as soon as possible whether you want to hold a meeting.

Sorry this is so long, but you brought up a lot of points that I believe are critical.

Sincerely,

DETROIT EDUCATIONAL TELEVISION FOUNDATION

Franklin G. Bouwsma
Executive Secretary

FGB/gf

cc. Harry Skornia

Minutes of the NAEB Public Relations Committee
Held at Columbus, Ohio, Thursday, April 27, 1961

Members Present:

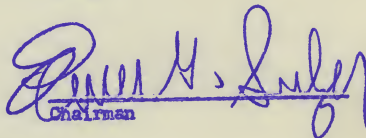
Thomas Petry
Roy Flynn
Lillian Brown
Frances Butler
Henry Mamet
Elmer G. Sulzer (Chairman)

Members Absent:

Marye E. Benjamin
Lou Peneguy
Marion Corwell
Harold Engel
Tad Williams

1. The matter of a new edition of the public relations manual was discussed. The Chairman requested members of the Public Relations Committee to communicate directly with him any suggested changes that might be incorporated in the revised publication, if and when a new edition seems necessary.
2. The Chairman also requested that members feel free to send him their ideas as to projects the committee could consider from time to time.
3. The committee unanimously adopted a resolution directed to the Board of Directors of the NAEB indicating its feelings that a fulltime Director of Public Relations should be employed as a permanent staff member at such time as funds for such an appointment became available. It was also the unanimous thought of this committee that this person should be provided with an adequate expense fund so he could do a good job.

Signed


Chairman

May 25, 1961

Mr. Elmer G. Sulzer
Indiana University
Bloomington, Indiana

Dear Elmer:

Thank you very much for your report of the Public Relations Committee meeting held recently in Columbus. I am very sorry I wasn't able to attend for a number of reasons. One is that I don't agree with the committee's recommendation that a full-time Public Relations Director is essential for the NAEB. I am convinced that an organization as large as the NAEB should have some members who are capable enough to create a public relations program in which all of the membership could participate.

I have some specific suggestions which I will list and send you just as soon as I can get organized. I have been out-of-town and away from my desk for the last three weeks and you can imagine what a mountain of material has accumulated on my desk.

I have been thinking about you, though and will get another note off to you in the very near future.

With every good wish...

Cordially,

Marion Corwell

MC:j

BROADCASTING COMMISSION
CHICAGO BOARD OF RABBIS
72 E. ELEVENTH ST. • CHICAGO 5, ILL.
SUITE 500 HArison 7-5863
HENRY H. MAMET, Executive Director

May 15, 1961

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Elmer:

With regard to our discussions concerning a public relations program for NAEB, and in compliance with your request for a written statement about some of the proposals covered, listed below are some of my suggestions.

I. COMMUNITY WORKSHOPS

I believe this to be one of the most important public relations projects for NAEB, for a community can learn more about an organization through what it does, than from tons of PR materials.

I propose workshops conducted throughout the country under the auspices of NAEB in cooperation with a local member (preferably active, but associate or affiliate if the first is not possible). In addition, NAEB might also co-sponsor such workshop with a regional chapter of a national organization, or an institution of higher learning which has not yet become a member of NAEB, or a school system.

Such workshop would be open to representatives of community and civic organizations, or to interested teachers in the case of a school system, or to PTA groups, or a combination of all three. This would not be a "hard sell" of NAEB, but could include an explanation of NAEB in one of the presentations.

There are many forms which such a workshop could take. There might be more than one workshop a year appealing to different participation. This might even become an annual kind of a thing. Ultimately it might also lead to regional meeting of NAEB, or in connection with a regional meeting. However, such meetings would have to be geared to a different level than one for members. Subject matter would have to be very elementary.

The first workshop in an area should include first a presentation on the role of broadcasting in society, with some analysis of the audience, viewing habits and impact. Secondly, some attention should be given to controls. Participants would learn about government regulation, industry self-imposed regulation and the role of the public in regulation. Finally, broadcasting as media of communication should be discussed, with particular emphasis on effectiveness as a teaching tool. This workshop would be a tremendous contribution on the grass roots level to general comprehension about a most important aspect of life in modern society.

May 15, 1961

The need for such a workshop was highlighted for me at the White House Conference on Children and Youth, when I found that people about me, who were supposed to be discussing recommendations for mass media, had no comprehension about the subject or the problems involved. Many states did not even have recommendations in this area. I am sad to report that our state was among them.

A second workshop, perhaps some six months later for the same group, might be of the "how-to-do-it" variety, with sessions on criteria for broadcasting, and special attention on preparation of materials. This would help to explore and mobilize community resources for the production of interesting, worthwhile programs.

The mechanics of the workshop could be adapted to the local level and size of the group. If the group is small, presentations and discussions within the group would be adequate. If attendance is large, a presentation and then break-up into buzz sessions with a resource person would be desirable.

A few examples of sponsorship might be in order. Suppose the National Association of Educational Broadcasters, in cooperation with the University of Indiana were to hold such a workshop. You would then invite for participation representatives from every civic group, from every religious group, from all your schools, etc., from every corner of your state. This would be an all-day meeting, with participants charged enough to cover luncheon and a little more to cover costs of mailing, etc. Your chief expense would be for space -- and I doubt if this would represent a real cost. Headquarters might furnish one staff person to help with organization, and one speaker. The other personnel could come from your faculty and your staff. There would be some work involved in organization and building attendance, but the public relations value would be tremendous, and the service to the community would be immeasurable.

Similarly, in Chicago we have a natural situation for a huge workshop which would give us national coverage. We could hold a workshop under the joint auspices of NAEB, the University Broadcasters Association, and the Statewide Cooperating Agencies Committee of the Illinois Commission On Children (with 65 national agencies as members) of which I am mass media chairman. We could invite the clergy of the three major faith groups through their respective offices. In fact, the workshop could be done by NAEB in cooperation with an almost endless list of cooperating agencies. A local committee could be established, and among us, I am sure, personnel and speakers could be found. With a little promotion, this could well be a pilot project for the nation, and could also be used as a forum to indicate public interest which would be helpful to everyone concerned. This might be significant enough to warrant a special assignment of a staff person for several weeks to manage the affair, and to publicize it widely. It could be held either on one of the campuses, or even in a public place downtown, such as the new convention center. Some 1200 could

May 15, 1961

be accommodated nicely at discussion tables in the banquet room, with a buffet luncheon served. Cost of the hall is \$450. A registration fee could offset this and include a luncheon. Such a meeting could draw from the entire state and adjoining areas, including Wisconsin, Michigan and Indiana, which are within driving distance.

Of course, all these proposals are quite nebulous, but could be developed further, if and when the idea is approved in principle.

II. DECAL

Rather than a door decal for stations, I would suggest a decal for automobile windshields, etc., which would utilize a general NAEB logo as its theme, with space for individual insert of a station. This could also be used by other types of members, such as individual, affiliate and associate.

III. DESCRIPTIVE BROCHURE

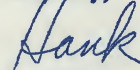
A descriptive brochure about NAEB (possibly one already in existence) should be more widely circulated. A mailing list should be compiled of public affairs directors of all commercial stations, school administrators, audio visual personnel, etc., university speech departments as well as radio and television directors, religious organizations, radio and TV columnists of all major newspapers. One newsletter should accompany the brochure, and a form should be enclosed, requesting the recipient to send it back if he wishes to receive literature from NAEB. After several months of receiving free literature, this individual should then be hit for a membership. It's pretty hard to sell a membership to someone who doesn't know enough about the organization.

IV. AWARDS

I believe it is time that NAEB developed its own awards program. Such awards should be based on more realistic criteria than those in existence, and I need not point the finger. Categories should be developed on the basis of type of producer (production agency, station, etc.) as well as size of budget. This would enable contributors to compete on a more equitable basis and, of course, would be of considerable public relations value to NAEB in addition to recognizing and rewarding the efforts of those who are sincerely trying to utilize mass media effectively.

The above are a few random suggestions, presented in my usual disorganized, idealist fashion, but submitted with a sincere desire to be of service. I hope they prove helpful.

Cordially,



Henry H. Mamet
Executive Director
Broadcasting Commission

File - PR Com

May 29, 1961

Mr. Elmer G. Sulzer, Director
Radio TV Communications, WFIU
Indiana University
Bloomington, Indiana

Dear Elmer:

I am very much impressed by the letter dated May 15 from Henry Mamet to you. I am impressed not only by the content, but by the evidence of the thoughtful deliberation that went into the preparation of the letter, and I know we are all indebted to Hank for the time and effort he has devoted. If all members of our NAEB Committees had our interests at heart to this extent I am sure that we would continue to prosper and grow even more rapidly.

Unfortunately, I have not yet had the time to digest all of the contents of Hank's letter, and am therefore not in a position to react to the various points he raises, or to your reactions to them. I am just ready to leave for a brief trip out of town, but I hope to get to this matter in more detail as soon as I return, and you will be hearing from me shortly thereafter.

Sincerely,

Harold E. Hill
Administrative Vice President

HEH:klp
CC: Henry H. Mamet

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

May 17, 1961

RADIO BUILDING

RECEIVED
NAEB HEADQUARTERS

MAY 19 1961

AW 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harold H. Hill
National Association of
Educational Broadcasters
Suite 1119
Dupont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Harold:

Enclosed is a copy of a letter I just received under date of May 15 from Hank Mamet. Generally speaking, I believe that his ideas are very good, but I have a feeling that some of them fall in the areas of other NAEB committees rather than the PR group, and I would like your advice and comments on this.

Commenting in more detail--a community workshop in educational broadcasting is always a good idea, but my questions regarding this are two: first, shouldn't this be the function of another committee; and second, would this not duplicate and perhaps water down existing workshops in other areas.

Back to the decals again. I have no objections to a decal for automobile windshields and probably the small size of the two NAB jobs submitted should serve the dual purposes of automobile windshields and station doors. There is a question as to the practicability of arting in any information on a decal. Some of the people around here who seem to know more about it than I do indicate that decals just are not made that way and that it couldn't be done without causing a curl when the peel is made.

How about the descriptive brochure? Don't we have such a thing? If we do and it is adequate for the purpose, Hank's ideas as to distribution of this publication are certainly worth considering.

Relative to awards, I am somewhat dubious--not because of any difficulty in the idea, but simply for the reason that there is so much involved in setting up a judging committee and the like that we should take a firm look at this activity and realize fully what is involved before we embark upon it.

If you and Betty will give me your candid feelings regarding these four suggestions, I will incorporate them into a general circulation to the PR Committee that I intend to make in the near future. Best regards.

Cordially yours,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mm
cc: B. McKenzie
H. Mamet

BROADCASTING COMMISSION
CHICAGO BOARD OF RABEIS
72 E. Eleventh St. Chicago 5, Ill.
Suite 500 Harrison 7-5863
Henry H. Mamet, Executive Director

May 15, 1961

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Elmer:

With regard to our discussions concerning a public relations program for NAEB, and in compliance with your request for a written statement about some of the proposals covered, listed below are some of my suggestions.

I. COMMUNITY WORKSHOPS

I believe this to be one of the most important public relations projects for NAEB, for a community can learn more about an organization through what it does, than from tons of PR materials.

I propose workshops conducted throughout the country under the auspices of NAEB in cooperation with a local member (preferably active, but associate or affiliate if the first is not possible). In addition, NAEB might also co-sponsor such workshop with a regional chapter of a national organization, or an institution of higher learning which has not yet become a member of NAEB, or a school system.

Such workshop would be open to representatives of community and civic organizations, or to interested teachers in the case of a school system, or to PTA groups, or a combination of all three. This would not be a "hard sell" of NAEB, but could include an explanation of NAEB in one of the presentations.

There are many forms which such a workshop could take. There might be more than one workshop a year appealing to different participation. This might even become an annual kind of a thing. Ultimately it might also lead to regional meeting of NAEB, or in connection with a regional meeting. However, such meetings would have to be geared to a different level than one for members. Subject matter would have to be very elementary.

The first workshop in an area should include first a presentation on the role of broadcasting in society, with some analysis of the audience, viewing habits and impact. Secondly, some attention should be given to controls. Participants would learn about government regulation, industry self-imposed regulation and the role of the public in regulation. Finally, broadcasting as media of communication should be discussed, with particular emphasis on effectiveness as a teaching tool. This workshop would be a tremendous contribution on the grass roots level to general comprehension about a most important aspect of life in modern society.

COPY

May 15, 1961

The need for such a workshop was highlighted for me at the White House Conference on Children and Youth, when I found that people about me, who were supposed to be discussing recommendations for mass media, had no comprehension about the subject or the problems involved. Many states did not even have recommendations in this area. I am sad to report that our state was among them.

A second workshop, perhaps some six months later for the same group, might be of the "how-to-do-it" variety, with sessions on criteria for broadcasting, and special attention on preparation of materials. This would help to explore and mobilize community resources for the production of interesting, worthwhile programs.

The mechanics of the workshop could be adapted to the local level and size of the group. If the group is small, presentations and discussions within the group would be adequate. If attendance is large, a presentation and then break-up into buzz sessions with a resource person would be desirable.

A few examples of sponsorship might be in order. Suppose the National Association of Educational Broadcasters, in cooperation with the University of Indiana were to hold such a workshop. You would then invite for participation representatives from every civic group, from every religious group, from all your schools, etc., from every corner of your state. This would be an all-day meeting, with participants charged enough to cover luncheon and a little more to cover costs of mailing, etc. Your chief expense would be for space -- and I doubt if this would represent a real cost. Headquarters might furnish one staff person to help with organization, and one speaker. The other personnel could come from your faculty and your staff. There would be some work involved in organization and building attendance, but the public relations value would be tremendous, and the service to the community would be immeasurable.

Similarly, in Chicago we have a natural situation for a huge workshop which would give us national coverage. We could hold a workshop under the joint auspices of NAEB, the University Broadcasters Association, and the Statewide Cooperating Agencies Committee of the Illinois Commission On Children (with 65 national agencies as members) of which I am mass media chairman. We could invite the clergy of the three major faith groups through their respective offices. In fact, the workshop could be done by NAEB in cooperation with an almost endless list of cooperating agencies. A local committee could be established, and among us, I am sure, personnel and speakers could be found. With a little promotion, this could well be a pilot project for the nation, and could also be used as a forum to indicate public interest which would be helpful to everyone concerned. This might be significant enough to warrant a special assignment of a staff person for several weeks to manage the affair, and to publicize it widely. It could be held either on one of the campuses, or even in a public place downtown, such as the new convention center. Some 1200 could

COPY

May 15, 1961

be accommodated nicely at discussion tables in the banquet room, with a buffet luncheon served. Cost of the hall is \$450. A registration fee could offset this and include a luncheon. Such a meeting could draw from the entire state and adjoining areas, including Wisconsin, Michigan and Indiana, which are within driving distance.

Of course, all these proposals are quite nebulous, but could be developed further, if and when the idea is approved in principle.

II. DECAL

Rather than a door decal for stations, I would suggest a decal for automobile windshields, etc., which would utilize a general NAEB logo as its theme, with space for individual insert of a station. This could also be used by other types of members, such as individual, affiliate and associate.

III. DESCRIPTIVE BROCHURE

A descriptive brochure about NAEB (possibly one already in existence) should be more widely circulated. A mailing list should be compiled of public affairs directors of all commercial stations, school administrators, audio visual personnel, etc., university speech departments as well as radio and television directors, religious organizations, radio and TV columnists of all major newspapers. One newsletter should accompany the brochure, and a form should be enclosed, requesting the recipient to send it back if he wishes to receive literature from NAEB. After several months of receiving free literature, this individual should then be hit for a membership. It's pretty hard to sell a membership to someone who doesn't know enough about the organization.

IV. AWARDS

I believe it is time that NAEB developed its own awards program. Such awards should be based on more realistic criteria than those in existence, and I need not point the finger. Categories should be developed on the basis of type of producer (production agency, station, etc.) as well as size of budget. This would enable contributors to compete on a more equitable basis and, of course, would be of considerable public relations value to NAEB in addition to recognizing and rewarding the efforts of those who are sincerely trying to utilize mass media effectively.

The above are a few random suggestions, presented in my usual disorganized, idealist fashion, but submitted with a sincere desire to be of service. I hope they prove helpful.

Cordially,

Henry H. Mamet
Executive Director
Broadcasting Commission

COPY

I have 2 copy, too
HEB

PR

INDIANA UNIVERSITY
BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

May 18, 1961

RADIO BUILDING

RECEIVED
NAEB HEADQUARTERS

MAY 22 1961

AM PM
7/8/9/10/11/12/1/2/3/4/5/6

L

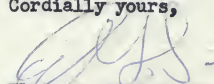
Mr. William G. Harley
President
National Association of
Educational Broadcasters
DuPont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Bill:

Please note attached minutes of the Public Relations Committee which was held at Columbus during the Institute. I wanted you to know particularly the recommendations regarding the appointment of the fulltime public relations person when circumstances permit.

Best regards.

Cordially yours,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mm

Attachment

Minutes of the NAEB Public Relations Committee
Held at Columbus, Ohio, Thursday, April 27, 1961

Members Present:

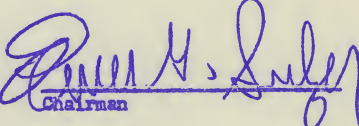
Thomas Petry
Roy Flynn
Lillian Brown
Frances Butler
Henry Mamet
Elmer G. Sulzer (Chairman)

Members Absent:

Marye E. Benjamin
Lou Penaguy
Marion Corwell
Harold Engel
Tad Williams

1. The matter of a new edition of the public relations manual was discussed. The Chairman requested members of the Public Relations Committee to communicate directly with him any suggested changes that might be incorporated in the revised publication, if and when a new edition seems necessary.
2. The Chairman also requested that members feel free to send him their ideas as to projects the committee could consider from time to time.
3. The committee unanimously adopted a resolution directed to the Board of Directors of the NAEB indicating its feelings that a fulltime Director of Public Relations should be employed as a permanent staff member at such time as funds for such an appointment became available. It was also the unanimous thought of this committee that this person should be provided with an adequate expense fund so he could do a good job.

Signed


Chairman

File - P.R. Com.

May 15, 1961

RECEIVED
MAY 16 1961

7:18 9/10 11/12 1/13 1/14 1/15

Mrs. Betty McKenzie
Publications Editor
National Association of
Educational Broadcasters
119 Gregory Hall
Urbana, Illinois

Dear Betty:

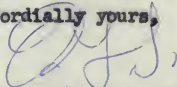
Thank you for yours of May 11. I didn't include in our tentative minutes anything about the decals because the idea was not officially rejected. Flynn indicated his objection to the idea, Mamet told me on the side that he liked the idea, and I couldn't see that there was much opinion one way or another from the rest of the group. At the proper time, I am going to get Corwell's ideas. I still think the idea is a good one and I do not believe the idea should be discredited simply because there was a dissent from one member, taking into consideration his personality and all of that (this is all confidential to you and Harold, of course).

I have the feeling like you did that Tom Petry would have made a more substantial contribution to the work of the committee than he did had he been allowed to say anything, and I am going to "tap" his thoughts at the proper time.

I want to assure you that the PR Committee will not be a dead committee and maybe we can get more done by correspondence than otherwise. Meanwhile, you and Harold kick in with your ideas as they come to you.

Regarding our trip home, you have the intuition of a woman (which you are)--antiques prevailed! Best personal regards.

Cordially yours,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mm

cc: H. H. Hill ✓

COPY

February 2, 1961

Mr. Elmer G. Sulzer
Director
Radio-TV Communications
Indiana University
Bloomington, Indiana

Dear Elmer:

I should like you to accept appointment as Chairman of the Public Relations Committee of NAEB for the year 1961. This is an important responsibility and one that I hope that you can accept.

Enclosed is a list of suggested names of other members of the committee. I should like to begin this year a plan to help insure fuller participation by the membership in committee activities by involving "new blood", while yet preserving continuity; namely, an arrangement whereby members would be appointed for stipulated terms of three, two or one year. After the first year, three members would go off and three new members come on annually. Chairmen would have one year appointments but be eligible for reappointment.

May I have your reactions and suggestions as soon as possible so that I can complete the committee roster for announcement in the next Newsletter.

Cordially yours,

William G. Harley

WGH:mem

Enclosure

PUBLIC RELATIONS COMMITTEE

	<u>TERM</u>
Elmer Sulzer, Chairman	
<i>T.M. Williams</i> <i>Birmingham Young University</i> Marye E. Benjamin University of Texas	1
Thomas Petry WQED Pittsburgh, Pa	1
Lou Peneguy Alabama ETV Commission, Birmingham	1
Marion Corwell Henry Ford Museum, Dearborn	3
Roy Flynn Florida State University	2
Harold Engel WHA-AM-FM-TV University of Wisconsin	2
Lillian Brown George Washington University, Washington D. C.	3
Frances Butler American Association of University Women Washington, D. C.	3
Henry H. Mamet Chicago Board of Rabbis	2

PUBLIC RELATIONS

Raymond T. Bedwell Marquette Un.	5	John Evans Ogden, Utah	x
Louis Peneugy Ala. ETV Comm.	1	Robert Ramsay Tri-State College	2
Edwin Kalbflesh St. Louis Pub. Lib.	1	C. Winterbottom Stockton, Cal.	2
Richard R. Ferry Ithaca College	2	William Dempsey Pittsburgh, Pa.	(2)
Allison Slagle Chattanooga	2	James Harris Murray, Ky.	5
William Snyder U. of Idaho	3	Bennett Strange Hattiesburg, Miss.	1
Elmer Sulzer Indiana U.	x	Royal Sanford S. E. La. College	1
William J. Ballard Auburn Univ.	3	Dan Beach Rochester, N. Y.	2
Robert H. Moore Northern Ill. Univ.	3	Henry Memet Chicago, Ill.	1
Del Hilyard Kansas State Teachers	2	Dr. G. E. Stein Springfield, Ohio	3
Thomas Wright Florida State Un.	1	Wiley Hance New York City	3
T. M. Williams Brigham Young U.	3	Wyman Holmes Tufts. Univ.	x
L. W. McMaster New York City	2	Ed Stanley New York City	3
Luch DuCharme Winter Haven, Fla.	3	T. V. Waber Detroit, Mich.	2
Charles Woodhouse Klamath Falls, Ore.	2	Michael Collins Iowa State U.	4
David Buit St. Paul, Minn.	1	Fred Gerber Los angeles	3
James Loper Los Angles, Cal.	2	JohnnLarsen Ogden, Utah	2
Thomas Maitre San Francisco	2	Leo Martin Michigan State	2
John Rourke Detroit, Mich.	1	Robert Kreiman Ann Arbor, Michigan	x

PUBLIC RELATIONS con't

Thomas Petry Pittsburgh, Pa. ✓	2	John Highlander Ohio University	4
Marion Corwell ✓ Dearborn, Mich. ✓	1	David Beach Ohio U.	3
William Tomlinson Columbia, Mo.	3	Clayton Roehl Rolmulus, Mich.	3
Claude Lemnon Salt Lake City	2	Gregor Ziemer New York, N. Y.	1
Miles Heberer San Mateo, Cal.	x	Clara M. Torres Bergen, N. J.	3
Martin Neeb River Forest, Ill.	x	Roy Flynn ✓ Florida State U.	1
Jean Mosier Univ. of Cincinnati	2	Burt Harrison KWSC, Pullman Wash.	3
Dora Macdonald Duluth, Minn.	x	H. Engel WHA	1
L. A. Pike Los Angles, Cal. ✓	1		
Tom Kiliam Augustana College	x		
Harvey Herbst U. of Texas	x		
Wesley Wallace U. of N. C.	4		
R . C. Glazier Nashville, Tenn.	x		
Harry Lowe High Poiint, N. C.	x		
J. Crannell Champaign, Ill.	4		
Richard Hart Univ. of Washington	3		
Patricia Swenson Portland, Ore.	5		
Kenneth Hobbs Columbus, Ohio	2		
Dr. B. S. Stern Philadelphia, Pa.	1		

RECOMMENDED PUBLIC RELATIONS

RECOMMENDED

BY

~~Thomas~~ Petry

Betty MacKenzie

Harvey Herbst

Hugh Greene

Albert Fredette

Jack Summerfield

Edward Morris ✓

Chalmers Marquis

File - PR Com

May 15, 1961

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Bromo:

The minutes of your committee seem to about cover the ground. You're right, I believe, in capsulizing what transpired, because this makes the minutes much easier to read.

One member of your committee who was there is really an outstanding guy but probably didn't say much because he is new - that's Tom Petry. I suspect we'll have really great things out of him, in many ways, as time goes by.

I would suggest that you pass along, in a letter, to Harley the committee recommendation re a full-time PR person. This way it gets into the record properly.

It was good to see you and Dortha again. I hope that I can drop in to see you two sometime during my ventures back into the wonderful midwest.

Cordially,

Harold E. Hill
Administrative Vice President

CC: Mrs. Betty McKenzie
Enc. 1
HEH:klp

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

May 5, 1961

RADIO BUILDING

Mr. Harold H. Hill
National Association of
Educational Broadcasters
Suite 1119
Dupont Circle Office Building
1346 Connecticut Avenue, N. W.
Washington 6, D. C.

Dear Harold:

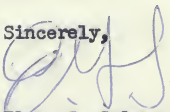
I would like to circulate among our Public Relations Committee the minutes of our meeting in Columbus. Try as I will, I cannot remember too much definitive action so I am sending you (with a copy to Betty) a tentative set of minutes which I would be glad if you and Betty would criticize, amplify, and shoot it back to me. Then I will get out the definitive set of minutes for circulation to all of the committee members.

In all honesty, I am somewhat disappointed as to the caliber of the people on this committee. I don't mean anything personal by this, but the group in Columbus revealed almost a 100% vacuum of public relations know-how, though one member was certainly not remiss when it came to talking up about the matter. One of our best potentials on this committee, namely, Marion Corwell, had to be absent because of a conflict. I just wish she had been there because I am sure we would have something more constructive to emanate from our meeting. When I send out the actual minutes, I am going to ask Marion to let me have her ideas in considerable detail.

It was great to see you in Columbus and I am sorry we didn't get to gab more frequently.

Best wishes.

Sincerely,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mmm

cc: B. McKenzie

PR Com

June 13, 1961

RECEIVED
NAEB - URBANA

Mrs. Betty McKenzie
NAEB JOURNAL
119 Gregory Hall
Urbana, Illinois

AM JUN 13 1961 PM
7,8,9,10,11,12,1,2,3,4,5,6

Dear Betty:

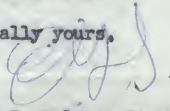
Many thanks for yours of June 9. I will take up the matters you presented in your letter in the order in which you stated them.

First, I agree that it would be good to line up contact people at the universities sponsoring summer workshops and I will get at the matter right away and let you have the names of the contacts as fast as I get them. I think this is a great idea.

Next, let's pass up, at least for the nonce, Mamet's ideas for the community workshops and the awards. I will tell Mamet that we already have the descriptive brochure.

There certainly is a person that can do a better article on station promotion than me. It is a member of our committee, Miss Marion Corwell, Henry Ford Museum and Greenfield Village, Dearborn, Michigan. If you will write Marion and tell her that I wanted her to do this and thought she was the best person on the committee to do so, I am sure that she will come through with something very well done.

Cordially yours,


Elmer G. Sulzer, Director
Radio and Television Communications

EGS:sd

cc: Mr. Harold Hill ✓

PR
File - ~~Publications~~ Com

June 23, 1961

Mr. E. L. Richardson
Assistant Director
Audio-Visual Center
Indiana University
Bloomington, Indiana

Dear Mr. Richardson:

We are sending you under separate cover copies of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop, Annual Institute for Audio-Visual Selling, July 16-20.

Thank you very much for cooperating in this.

Sincerely yours,

Betty
(Mrs.) Betty McKensie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulzer
Mr. Harold E. Hill ✓

under sep. cover - 200 - B-9, 54
50 - B-5
15 - Fact Sheet Index
15 - Conv. Flyer with Wash. monument

Mr. Hill: Since people attending this Institute will be manufacturers, distributors, dealers, etc., do you think your office should send Convention exhibit materials as well?

dep

June 28, 1961

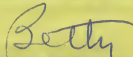
Mr. Warren Bower, Assistant Dean
Division of General Education
Radio and Television
New York University
Washington Square
New York 3, New York

Dear Mr. Bower:

We are sending you under separate cover forty copies (fewer quantities of some articles) of NAEB promotion materials as directed by Elmer Sulser, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop on TV and Radio, June 26-August 4.

Thank you very much for cooperating in this.

Sincerely yours,


(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulser
Mr. Harold E. Hill ✓

under sep. cov. 40 - B-5, 9, 54
10 - Fact Sheet Index
20 - conv. flyer with Wash. monument

June 23, 1961

Mr. Harvey Zorbaugh
Executive Officer
Communication Arts Group
New York University
Washington Square
New York 3, New York

Dear Mr. Zorbaugh:

We are sending you under separate cover twenty copies (fewer quantities of some articles) of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop on Instructional Television, July 5-August 11.

Thank you very much for cooperating in this.

Sincerely yours,

Betty
(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulzer ✓
Mr. Harold E. Hill ✓

under sep. cov. 20 - B-5, 9, 54
10 - Fact Sheet Index
10 - Conv. Flyer with Wash. monument

June 28, 1961

Miss Leontine Rita Keane
Director, Radio-TV Publicity
Wayne State University
Detroit 2, Michigan

Dear Miss Keane:

We are sending you under separate cover forty copies (fewer quantities of some items) of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your workshops, "TV Studio Operations" and "TV Production-Direction," June 26-August 5.

Thank you very much for cooperating in this.

Sincerely,

(Mrs.) Betty McKensie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulzer
Mr. Harold E. Hill ✓

under sep. cover - 40 - B-5, 9, 54
20 - Conv. Flyer with Wash. monument
10 - Fact Sheet Index

*We're running out of these
cause we're using them so
much for promotion -
hence the few sent -
Betty*

June 23, 1961

Dr. Mendel Sherman
Assistant Director
Audio-Visual Center
Indiana University
Bloomington, Indiana

Dear Dr. Sherman:

We are sending you under separate cover fifty copies of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop, Airborne TV, June 26-July 7.

Thank you very much for cooperating in this.

Sincerely yours,

Betty

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Mr. Harold E. Hill ✓
Mr. Elmer G. Sulzer

sep. cov. material sent June 27 --- 50 - B-5, 9, 54
Conv. flyer with Wash. monument
Fact Sheet Index

File- PR Com

May 11, 1961

Mr. Elmer G. Sulser, Director
Radio and Television Communications
Station WFIU (FM)
Indiana University
Bloomington, Indiana

Dear Bruno:

I certainly agree that nothing definitive happened at ^{the} PR committee meeting in Columbus...and it was disappointing. The only other thing I can think of to add to the minutes is: Didn't the group agree that it was not wise to try the decals?

I also agree with you that the committee members may be somewhat disappointing--except that I think Tom Petry has some pretty good ideas...but the committee conversation somehow never seemed to get to the point where he could advance any of them. As I recall, he made one feeble attempt to try to answer Harold's question of what the committee would recommend if it had \$1,000 to spend next year. Maybe he can do better by letter...and perhaps the absent members would have some ideas, if asked that question, too.

It was good to see you and your wife again, anyway. And I wonder whether you went home via the antique shops or the railroad yards.

Best regards,

Betty
(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Harold E. Hill ✓

F. L. - P. R. Com

June 30, 1961

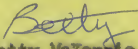
Mr. Rudy Bretz, Head
Educational Television Office
University Extension
University of California
Los Angeles 24, California

Dear Rudy:

We are sending you under separate cover forty copies (fewer quantities of some items) of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your ETV Workshop, July 10-23.

Thank you very much for cooperating in this.

Sincerely yours,


(Mrs.) Betty McKenzie
Publications Editor

BMD/dp

cc: Mr. Elmer G. Sulzer
Mr. Harold E. Hill ✓

under sep. cov. material sent June 29/61

40 - B-5, 9, 54
10 - Fact Sheet Index
10 - Conv. Flyer with Wash. monument

File - PR Com.

June 19, 1961

Mr. Elmer G. Sulzer, Director
Radio-TV Communications
Station WFIU (FM)
Indiana University
Bloomington, Indiana

Dear Bruno:

In line with our exchange of correspondence regarding NAEB exhibits at summer workshops etc., I'm enclosing a list of events taken from the Calendar of Events put out by (why, I don't quite know) the Department of the Army. I've gone through the whole list and picked out these meetings as possibilities for us to investigate.

What do you think?

Sincerely,

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

enclosure

cc: Harold E. Hill ✓



HEADQUARTERS
DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF INFORMATION
WASHINGTON 25, D.C.

JUN 5 1961

Dear Sir:

Enclosed is a copy of our Calendar of Events
-- lately off the press -- for the fiscal year
beginning in July.

Sincerely,

ROBERT C KINKOR

Lieutenant Colonel, Infantry
Chief, Organizations Branch

Encl

RECEIVED
NAEB - URBANA

AM JUN 7 1961 PM
7,8,9,10,11,12,1,2,3,4,5,6

Executive Director
National Association of Educational Broadcasters
14 Gregory Hall
Urbana, Illinois



HEADQUARTERS
DEPARTMENT OF THE ARMY
OFFICE OF THE ADJUTANT GENERAL
WASHINGTON 25, D. C.

IN REPLY REFER TO

AGAM-P (M) 350 (10 May 61) CINFO-PPD

18 May 1961

SUBJECT: Calendar of Important Events, Fiscal Year 1962

TO: Heads of Technical Staff
Commanders in Chief
US Army, Europe
US Army, Pacific
Commanding Generals
US Army, Alaska
US Army, Caribbean
US Army, Hawaii
US Army, Ryukyu Islands/IX Corps
Eighth US Army
US Continental Army Command
US Army Air Defense Command
Zone of Interior Armies
Military District of Washington, US Army
XVIII Airborne Corps
1st Infantry Division
4th Infantry Division
US Army Air Defense Center
US Army Infantry Center
US Army Artillery and Missile Center
US Army Armor Center

1. Reference is made to DA Circular 11-2, Army Information Program, which outlines the basic guidance for commanders and information officers to assist them in planning information activities.

2. The inclosed calendar lists events which may influence planning by major and local commanders. Commanders should select, for local events at which they expect large military or civilian attendance, dates which do not conflict with those listed for major international, national, regional, or local events.

3. This listing does not include all events taking place during FY 1962, but does include those which are known at this time and which may affect the planning of other events. Addressees are encouraged to make additions to the calendar for their own reference, and to inform the Chief of Information, Department of the Army, Washington 25, D. C., if any important omissions or errors are noted in the calendar, or if any important events are scheduled after publication of the calendar. An addendum will be published prior to 1 January 1962 to bring the inclosed calendar up to date.

4. Action with respect to class II installations and activities will be taken by heads of the Army staff agencies.

By Order of the Secretary of the Army:

Bruce Easley
BRUCE EASLEY

Major General, USA
Acting The Adjutant General

1 Incl

Calendar of Important
Events, FY 62

Copies furnished:

Assistant Secretary of Defense (PA)
Chief of Legislative Liaison, OSA
Deputy Chiefs of Staff
Chief of Research and Development
Assistant Chiefs of Staff
The Inspector General
Chief of Information
The Judge Advocate General
Chief of Civil Affairs
Chief of Military History
Chief, National Guard Bureau
Chief, US Army Reserve and ROTC Affairs
The Adjutant General
The Provost Marshal General
Chief of Chaplains
Chiefs
 US Army Security Agency
 Defense Atomic Support Agency
Commanding Officer
 Antilles Command, US Army Caribbean
Commandant
 US Army Information School
Chief of Information, USN
Director, Information Services, USAF
Superintendent
 US Military Academy

C A L E N D A R O F E V E N T S

MILITARY EVENTS

JULY 1961

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
5-15 Jul	13th Military Pentathlon	Paris, France	To support the CISM (Council International du Sport Militaire) Sports Program.
5-30 Jul	9th Interservice Photography Contest Exhibit	Wash, D.C.	To provide an opportunity for the public to view the exhibit and become acquainted with the recreation programs conducted by the Armed Forces.
10-15 Jul	Inter-American Army Conf.	Ft. Amador, Canal Zone	To discuss matters of mutual interest with Latin American military leaders.
10 Jul-9 Aug	Tennis Army Eliminations	Ft. Bliss, Texas	To determine team to play in Interservice competition.
23-30 Jul	5th Shooting Championship (CISM)	Rio de Janeiro, Brazil	To support the CISM Sports Program
Jul	Army R&D Laboratory Chiefs Meeting	Ft. Belvoir, Va.	

CIVIC EVENTS

ATTENDANCE

4 Jul	Independence Day	United States	---
Jul	Dedication, West Hill Dam and Reservoir	Uxbridge, Mass.	---
Jul	Groundbreaking, Fox Point Hurricane Barrier	Providence, R.I.	---
Jul	Dedication, Sutton Dam and Reservoir	Blk River, W.Va.	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
2-7 Jul	American Physical Therapy Assn. Meeting	Chicago, Ill.	---
✓ 3-7 Jul	Natl. School Public Relations Assn.	New York City	150
4 Jul	Key Club Internatl.	Pittsburg, Penn.	1,000
5-8 Jul	Natl. Society of Professional Engrs.	Seattle, Wash.	---
8-14 Jul	Nobles of the Mystic Shrine	Miami, Fla.	150,000
9-13 Jul	Order of Elks	Miami Beach, Fla.	15,000
✓ 9-14 Jul	American Library Assn.	Cleveland, Ohio	---
13-16 Jul	U.S. Army Ambulance Service Assn.	Miami, Fla.	250
19-26 Jul	Paralyzed Vets. of America	Miami Beach, Fla.	250
✓ 21-25 Jul	Natl. Audio-Visual Assn.	Chicago, Ill.	3,000
27-29 Jul	Toastmasters Internatl.	Seattle, Wash.	1,000
30 Jul- 4 Aug	Professional Photographers Assn.	New York City	4,500
31 Jul- 4 Aug	American Astronautical Society	San Francisco, Calif.	500
31 Jul- 5 Aug	Natl. Surplus Dealers Assn.	Chicago, Ill.	2,500
Jul	Natl. Federation of Business & Professional Women's Clubs	Chicago, Ill.	4,000
Jul	American Ex-Prisoners of War	Miami Beach, Fla.	400

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

8-14 Jul	Red River Valley Fair	Fargo, N.D.	75,000
10-14 Jul	Internatl. Trade Fair	Chicago, Ill.	750,000
25-30 Jul	Frontier Days	Cheyenne, Wyo.	100,000
Jul	50th State Fair	Honolulu, Hawaii	150,000

AUGUST 1961

MILITARY EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
6-20 Aug	Exercise SWIFTSTRIKE/PINECONE IV	Ft. Bragg, N.C. Ft. Campbell, Ky. Cp. Mackall, N.C. Eglin AFB, Fla.	Joint exercise to test Abn Corps capability XVII Abn Corps, 82d & 101st Abn Divs.
14-18 Aug	Tennis Interservice Meet	Newport R.I.	To determine service champions
19-21 Aug	16th Track and Field Championship (CISM)	Brussels, Belgium	To support the CISM Sports Program
28-30 Aug	12th Conf on Non-Destructive Testing	Natick, Mass.	
Aug	World Premiere, Rolling Along	Ft. Belvoir, Va.	Premiere of 7th Annual Department of the Army world-touring Soldier Show.

CIVIC EVENTS

			<u>ATTENDANCE</u>
4 Aug	Coast Guard Day		---
14 Aug	VJ Day; Atlantic Charter Day		---
19 Aug	Dedication, Prompton Dam	Honesdale, Penn.	---
19 Aug	Natl. Aviation Day		---
Aug	Dedication, Townshend Dam and Reservoir	Townshend, Vt.	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

3 Aug	Professional Photographers of America, Industrial Division	Ft. Monmouth, N.J.	---
6-10 Aug	Natl. Dental Assn.	Washington, D.C.	1,200
7-11 Aug	American Bar Assn.	St. Louis, Mo.	5,000
11-13 Aug	U.S. Marine Raiders Assn.	Galveston, Tex.	150
13-19 Aug	Order of Ahepa	Miami Beach, Fla.	3,000

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
15-17 Aug	Knights of Columbus	Denver, Colo.	2,000
15-20 Aug	Military Order of the Purple Heart	Grand Rapids, Mich.	350
16-18 Aug	American Society of Civil Engrs. (hydraulics conf)	Urbana, Ill.	---
16-20 Aug	Catholic War Vets.	Atlantic City, N.J.	3,500
19-23 Aug	American Numismatic Assn.	Atlanta, Ga.	1,000
19-24 Aug	Institute of Aerospace Sciences	San Diego, Calif.	2,000
20-24 Aug	Institute of Traffic Engrs.	Washington, D.C.	600
20-24 Aug	Sons of Union Vets. of the Civil War	Indianapolis, Ind.	600
20-25 Aug	Vets. of Foreign Wars	Miami Beach, Fla.	40,000
20-26 Aug	Disabled American Vets.	St. Louis, Mo.	3,000
21-23 Aug	American Rocket Society (hypersonics Conf)	Cambridge, Mass.	400
21 Aug- 5 Sep	10th Pacific Science Congress	Honolulu, Hawaii	---
22-25 Aug	American Veterinary Medical Assn.	Detroit, Mich.	3,000
23-27 Aug	AMVETS	Louisville, Ky.	25,000
23-28 Aug	Marine Corps League	Atlantic City, N.J.	500
27 Aug- 1 Sep	American Institute of Biological Sciences	Lafayette, Ind.	4,000
28 Aug- 1 Sep	Natl. Society of Public Accountants	Denver, Colo.	500
28 Aug- 1 Sep	Assn. of American Geographers	East Lansing, Mich.	600
31 Aug- 1 Sep	American Accounting Assn.	Austin, Texas	400
31 Aug- 4 Sep	American Psychological Assn.	New York City	4,000

CONVENTIONS, CONFERENCES, MEETINGS, ETC. Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
Aug	WAC Vets. Assn.	San Francisco, Calif.	300
Aug	American Podiatry Assn.	Miami Beach, Fla.	---

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

3-7 Aug	Central Iowa Fair	Marshalltown, Iowa	20,000
7-12 Aug	Mississippi Valley Fair	Davenport, Iowa	100,000
10-13 Aug	Inter-Tribal Indian Ceremonial	Gallup, N.M.	30,000
12-18 Aug	Ozard Empire Fair	Springfield, Mo.	198,000
13-20 Aug	All Iowa Fair	Cedar Rapids, Iowa	175,000
15-20 Aug	North Iowa Fair	Mason City, Iowa	75,000
15-20 Aug	Tri-State Fair	Superior, Wisc.	95,000
16-27 Aug	Food Show	Cincinnati, Ohio	200,000
17-20 Aug	Black Hills Exposition	Rapid City, S.D.	75,000
19-27 Aug	Missouri State Fair	Sedalia, Mo.	500,000
20 Aug	Soap Box Derby	Akron, Ohio	70,000
21-26 Aug	Colorado State Fair	Pueblo, Colo.	250,000
21-26 Aug	West Virginia State Fair	Leipsburg, W.Va.	225,000
27 Aug- 5 Sep	Jr. Baseball World Series	Hastings, Neb.	35,000
28 Aug- 2 Sep	Champlain Valley Exposition	Essex Junction, Vt.	96,000
28 Aug- 2 Sep	Northwestern Michigan Fair	Traverse City, Mich.	35,000
29 Aug- 2 Sep	Wyoming State Fair	Douglas, Wyo.	35,000
29 Aug- 3 Sep	Inter-State Fair	Coffeyville, Kan.	50,000
30 Aug- 4 Sep	Central Wisconsin State Fair	Marshfield, Wisc.	115,000
30 Aug- 7 Sep	Indiana State Fair	Indianapolis, Ind.	800,000

SEPTEMBER 1961

Military Events

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
11-15 Sep	Second Tripartite Army Avn Conf	United Kingdom	
12 Sep	Secretary of the Army Annual Awards Ceremony	Washington, D.C.	The Secretary awards civilian employees honored under the Army Incentive Awards Program.
12-14 Sep	Signal Supply System Conf	Lexington, Ky.	
13-15 Sep	Sixth Annual DOD Symposium on Electronic Warfare	Palo Alto, Calif	
14-15 Sep	Annual Legal Conf, U.S. Army Signal Corps	Tobyhanna, Penn.	
15 Sep	Fourth All-Army "Operation Service Club" Contest	Washington, D.C.	DA final judging and selection of All-Army Service Club Contest winners.
18-22 Sep	Golf Army Eliminations	Ft. Jackson, S.C.	To determine team to play in Inter-service Competition
23 Sep- 1 Oct	U.S. Armed Forces Chess Championship	Washington, D.C.	Second invitational inter-service Chess Tournament sponsored by the American Chess Foundation and the U.S. Chess Foundation.
Sep	Command Post exercise TRAP LINE V	Ft. Meade, Md.	To train Active Army and Reserve Components' personnel in current techniques.
Sep	Signal Corps-Industry Conf	Ft. Monmouth, N.J.	
Sep- Oct	Exercise SEA WALL	West Coast	To provide joint amphibious training to Army-Air Force-Navy, units. 4th Inf Division

CIVIC EVENTS

<u>DATE</u>	<u>PLACE</u>	<u>EVENT</u>	<u>ATTENDANCE</u>
4 Sep	Labor Day		---
6 Sep	Natl. Child Safety Week begins		---
17 Sep	Citizenship Day; Constitution Week begins		---
24 Sep	Gold Star Mother's Day		---
28 Sep	Dedication New Cumberland Lock and Dam	New Cumberland, W.Va.	---
Sep	Dedication, Ball Mountain Dam and Reservoir	Jamaica, Vt.	---
Sep	Dedication Greenup Lock and Dam	Greenup, Ky.	

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

3-8 Sep	American Chemical Society	Chicago, Ill.	7,000
4-5 Sep	Army Aviation Assn.	Washington, D.C.	---
5-8 Sep	Assn. for Computing Machinery	Los Angeles, Calif.	2,000
6-8 Sep	Assn. of the U.S. Army	Washington, D.C.	4,000
6-8 Sep	Natl. Symposium on Space Electronics & Telemetry	Albuquerque, N.M.	---
6-8 Sep	Joint Nuclear Instrumentation Symposium	Raleigh, N.C.	---
6-9 Sep	American Institute of Mining & Petroleum Engrs.	Denver, Colo.	1,000
7-9 Sep	American Political Science Assn.	St. Louis, Mo.	1,500
11-14 Sep	American Legion	Denver, Colo.	50,000
11-19 Sep	XX International Navigation Congress	Baltimore, Md.	---
12-14 Sep	Natl. Assn. of State Aviation Officials	Miami Beach, Fla.	150
12-14 Sep	Electronic Industries Assn.	New York City	250

CONVENTIONS, CONFERENCES, MEETINGS, ETC. Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
12-20 Sep	Natl. Defense Transportation Assn.	Denver, Colo.	1,500
13-15 Sep	Federal Bar Assn.	Washington, D.C.	1,000
13-15 Sep	Armed Forces Chemical Assn.	Washington, D.C.	---
19 Sep	Magazine Publishers Assn.	New York City	---
19-24 Sep	Air Force Assn.	Philadelphia, Penn.	---
20-24 Sep	U.S. Conf. of Mayors	Miami Beach, Fla.	600
21-30 Sep	American Roentgen Ray Society	Miami Beach, Fla.	2,000
23-27 Sep	Natl. Tire Dealers & Retreaders Assn.	Cleveland, Ohio	5,000
24-27 Sep	American Institute of Chemical Engrs.	Lake Placid, N.Y.	---
25-28 Sep	American Hospital Assn.	Atlantic City, N.J.	12,000
28-30 Sep	American Hotel Assn.	Washington, D.C.	1,400
29 Sep- 8 Oct	Fourth Annual Chicagoland Health Fair	Chicago, Ill	---
30 Sep- 8 Oct	American Society of Clinical Pathologists	Seattle, Wash.	---
Sep	Military Railway Service Vets.	Chicago, Ill	---
Sep	Associated General Contractors of America	New Orleans, La.	600
Sep	American Sociological Society	St. Louis, Mo.	1,800
Sep	Photographic Society of America	New York City	1,500

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

1-9 Sep	Oregon State Fair	Salem Ore.	320,000
1-10 Sep	Michigan State Fair	Detroit, Mich.	825,000
2-4 Sep	Ellensburg Rodeo	Ellensburg, Wash.	25,000
4 Sep	Southern 500 Auto Race	Darlington, S.C.	---

*Reprints
W.A.M.
article*

FAIRS, FESTIVALS, CELEBRATIONS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
5-9 Sep	Miss America Pageant	Atlantic City, N.J.	---
8-16 Sep	Kentucky State Fair	Louisville, Ky.	400,000
11-16 Sep	U.S. Golf Assn. Amateur Tournament	Pebble Beach, Calif.	---
11-16 Sep	Tennessee Valley Fair	Knoxville, Tenn.	200,000
11-16 Sep	West Tennessee District Fair	Jackson, Tenn.	80,000
11-17 Sep	Santa Clara County Fair	San Jose, Calif.	250,000
12-16 Sep	Eastern Idaho State Fair	Blackfoot, Idaho	120,000
14-24 Sep	New Mexico State Fair	Albuquerque, N.M.	250,000
15 Sep- 1 Oct	Los Angeles County Fair	Pomono, Calif.	---
16-21 Sep	Kansas State Fair	Hutchinson, Kan.	400,000
18-23 Sep	North Alabama State Fair	Florence, Ala.	80,000
18-23 Sep	Tri-State Fair	Amarillo, Tex.	250,000
21-24 Sep	Aerospace Panorama	Philadelphia, Penn.	75,000
22-30 Sep	State Fair of Virginia	Richmond, Va.	500,000
22-30 Sep	Mid-South Fair	Memphis, Tenn.	500,000
22 Sep- 1 Oct	Ak-Sar-Ben Rodeo & Stock Show	Omaha, Neb.	75,000
23-30 Sep	Oklahoma State Fair	Oklahoma City, Okla.	425,000
25-30 Sep	Arkansas-Oklahoma Fair	Ft. Smith, Ark.	147,000
29 Sep- 1 Oct	Louisiana Sugar Festival & Fair	New Iberia, La.	100,000
30 Sep- 6 Oct	Tulsa State Fair	Tulsa, Okla.	688,000
30 Sep- 7 Oct	Natl. Dairy Cattle Congress	Waterloo, Iowa	244,000
Sep	West Texas Fair	Abilene, Tex.	150,000
Sep	Panhandle South Plains Fair	Lubbock, Tex.	196,000

MILITARY EVENTS

OCTOBER 1961

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
2-6 Oct	Golf Interservice	To be announced	To determine the service champions
3-6 Oct	Seventh Annual Army Human Factors Engineering Conf.	Ann Arbor, Mich	
12-13 Oct	Fifth Organic Chemistry Conf.	Natick, Mass.	
14-15 Oct	Third U.S. Army Guided Msl Orientation School	Huntsville, Ala.	
18-19 Oct	Solid State Sciences Advisory Panel USARDL, IER	Ft. Monmouth, N.J.	
18-20 Oct	Seventh Conf. On Design and Experiments in Army-wide Research, Development & Testing	Asbury Park, N.J.	
Oct	Chief Signal Officer's Command Rifle and Pistol Matches	Ft. Monmouth, N.J.	
Oct	Dedication, Cold Regions Research Engineering Laboratory	Hanover, N.H.	Sponsored by CREEL Community Committee
Oct	Exercise GREAT SHELF	Overseas	To demonstrate STRAC ability to deploy, 101st Abn Div.
Oct-Dec	Third All-Army Art Exhibit	U.S. Army, Caribbean	Exhibit winners from the All-Army Art Contest at all Army installations in USARCARIB and civilian communities in Panama.

CIVIC EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
1 Oct	Natl. Employ the Physically Handicapped Week begins		---
2 Oct	Child Health Day		---
8 Oct	Fire Prevention Week begins		---
9 Oct	Pulaski Memorial Day		---
12 Oct	Columbus Day		---
23 Oct	United Nations Week begins		---
24 Oct	United Nations Day		---
31 Oct	Hallowe'en		---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

Oct	Greater Jacksonville Health Fair	Jacksonville, Fla.	---
Oct	Armed Forces Medico-Military Symposium	Philadelphia, Penn.	---
1-5 Oct	Public Personnel Assn.	Denver, Colo.	1,000
1-5 Oct	Aerospace Industries Assn.	Santa Barbara, Calif.	150
1-5 Oct	Electrochemical Society	Detroit, Mich	1,000
1-6 Oct	Natl. Recreation Congress	Detroit, Mich.	2,300
✓ 2-4 Oct	Institute of Radio Engrs. Natl. Communications Symposium	Utica, N.Y.	1,000
2-5 Oct	Natl. Guard Assn.	Las Vegas, Nev.	---
2-5 Oct	American Academy of Pediatrics	Chicago, Ill.	---
3-5 Oct	American Society of Industrial Security	Detroit, Mich	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
4-7 Oct	Associated Press Managing Editors Assn.	Minneapolis, Minn.	500
✓ 5-6 Oct	American Council on Education	Washington, D. C.	700
5-7 Oct	Natl. Society of Pershing Rifles	Columbus, Ohio	300
5-10 Oct	American Trucking Assn. (common carrier conference)	Washington, D. C.	---
8-10 Oct	Coast Guard League	Tampa, Fla.	500
8-11 Oct	American Assn. of State Highway Officials	Denver, Colo.	1,500
8-11 Oct	Natl. Institute of Governmental Purchasing	New York City	1,500
8-13 Oct	Printing Industry of America	Pittsburgh, Pa.	1,000
✓ 9-10 Oct	Natl. Assn. of Broadcasters	St Louis, Mo.	---
9-11 Oct	Systems & Procedures Assn. of America	Cleveland, Ohio	1,600
9-11 Oct	Institute of Radio Engineers Natl. Electronics Conference	Chicago, Ill.	10,000
9-11 Oct	Society of American Foresters	Minneapolis, Minn.	1,500
9-11 Oct	American Records Management Assn.	Los Angeles, Cal.	250
9-12 Oct	Natl. Electrical Contractors Assn.	Washington, D. C.	2,000
9-12 Oct	Future Farmers of America	Kansas City, Mo.	10,000
9-13 Oct	Society of Automotive Engineers (aeronautical engineering display)	Los Angeles, Cal.	2, 500

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
11-13 Oct	Propeller Club of the U.S.	Jacksonville, Fla.	1,000
11-13 Oct	Quartermaster Association	Atlanta, Ga.	---
12-14 Oct	American Occupational Therapy Association	Detroit, Mich	
15-17 Oct	Natl. Automotive Parts Assn.	Denver, Colo.	500
15-18 Oct	American Bankers Assn.	San Francisco, Cal.	7,000
15-19 Oct	American Automobile Assn.	Seattle, Wash.	1,000
15-20 Oct	Society of Motion Picture & TV Engineers	New York City	500
15-20 Oct	Society of Sons of the Revolution	Philadelphia, Pa.	350
15-20 Oct	American Institute of Electrical Engineers	Detroit, Mich	2,000
16-19 Oct	American Dental Assn.	Philadelphia, Pa.	11,000
16-20 Oct	American Society of Civil Engineers	New York City	---
16-20 Oct	Natl. Safety Council Congress	Chicago, Ill.	12,000
17 Oct	American Institute of Consulting Engineers	New York City	400
17-21 Oct	Military Order of the World Wars	Savannah, Ga.	400
19-21 Oct	American Trucking Assn. (movers conference)	New York City	200
20-24 Oct	American Heart Association	Miami Beach, Fla.	3,500
22-26 Oct	Natl. Assn. of Postmasters	Denver, Colo.	3,000
23-25 Oct	Institute of Radio Engineers Conference on Aeronautical Electronics	Baltimore, Md.	300

CONVENTIONS, CONFERENCE, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
✓ 23-26 Oct	Natl. Assn. of Educational Broadcasters	Wash, D.C.	400
23-27 Oct	American Cancer Society	New York City	---
23-27 Oct	American Society of Anesthesiologists	Los Angeles, Calif.	---
23-27 Oct	Natl. Management Assn.	Chicago, Ill.	---
23-27 Oct	American Institute of Mining & Petroleum Engrs.	Detroit, Mich.	---
24-26 Oct	Society of Automotive Engrs. Natl. Transportation Meeting	St. Louis, Mo.	---
24-27 Oct	American Dietetics Assn.	St. Louis, Mo.	---
25-26 Oct	Armed Forces Management Assn.	Chicago, Ill.	---
25-28 Oct	American Assn. of Blood Banks	Chicago, Ill.	---
27-29 Oct	Fleet Reserve Assn.	New York City	500
✓ 27-30 Oct	Radio-TV News Directors Assn.	Wash, D.C.	400
29-31 Oct	Natl. Assn. of Suggestion Systems	Cincinnati, Ohio	800
29 Oct- 1 Nov	American College of Osteopathic Surgeons	Denver, Colo.	---
30 Oct- 2 Nov	American Chemical Society Analytical Symposium	New York City	1,800
31 Oct- 1 Nov	Natl. Metal Trades Assn.	New York City	500
Oct	American Chamber of Commerce Executives	Rochester, N.Y.	700
Oct	Natl. Writers Club	Denver, Colo.	300
Oct	U.S. Army Mothers	Kansas City, Mo.	250

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

1-7 Oct	Employ the Physically Handicapped Week	Army Wide	---
---------	--	-----------	-----

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
2-7 Oct	Arkansas Live Stock Show	Little Rock, Ark.	200,000
3-7 Oct	Heart O'Texas Fair	Waco, Tex.	275,000
9-13 Oct	Astronautical Exposition (American Rocket Society)	New York City	50,000
10-22 Oct	Internatl. Foreign Car Show	Boston, Mass	100,000
16-20 Oct	National Business Show	New York City	100,000
16-21 Oct	Georgia State Fair	Macon, Ga.	175,000
16-21 Oct	Natl. Peanut Festival	Dothan, Ala.	125,000
16-22 Oct	Pensacola Interstate Fair	Pensacola, Fla.	125,000
19-20 Oct	Internatl. Rice Festival	Crowley, La.	90,000
20-29 Oct	Louisiana State Fair	Shreveport, La.	580,000
21-28 Oct	American Royal Livestock Show	Kansas City, Mo.	350,000
25-27 Oct	Aircraft Electrical Society Display	Los Angeles, Cal.	150,000
27 Oct- 5 Nov	Grand Natl. Livestock Exposition	San Francisco, Cal.	150,000
31 Oct- 4 Nov	North Florida Fair	Tallahassee, Fla.	80,000

NOVEMBER 1961

MILITARY EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
1-7 Nov	Army Arts and Crafts Week	Army-wide	To stimulate Army Crafts Program Army-wide.
7-9 Nov	Seventh Conference on Radio Interference Reduction and Electronic Compatibility	Chicago, Ill.	
20-30 Nov	Sixth Tripartite Engr. Conf.	Canada	
29 Nov-1 Dec	World-wide Intelligence Conf.	Wash, D.C.	To discuss intelligence matters of Army interest.
29 Nov-1 Dec	World-wide Army Commanders' Conf.	Wash, D.C.	
29 Nov-1 Dec	10th Annual Wire and Cable Symposium	Asbury Park, N.J.	
Nov	JAMLEX	Camp LeJeune, N.C.	Joint Army-Marine Corps Amphibious Exercises.
Nov	Exercise CLEAR WATER	Eglin AFB, Fla.	To test battle group mobility, 101st Abn Division.
Nov	Command post Exercise FAR EX 62	Ft. Dix, N.J. Ft. Devens, Mass.	To train Active Army and Reserve Components' personnel in current techniques.

CIVIC EVENTS

ATTENDANCE

5 Nov	American Education Week begins	---
7 Nov	General election day	---
11 Nov	Veterans Day	---
23 Nov	Thanksgiving Day	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

1-3 Nov	Industrial Management Society	Chicago, Ill.	1,500
---------	-------------------------------	---------------	-------

CONVENTIONS, CONFERENCES, MEETINGS, ETC. Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
3 Nov	Commission on Accreditation of Service Experiences of the American Council on Education	Wash, D.C.	50
4-10 Nov	Order of the Eastern Star	Miami Beach, Fla.	10,000
5-8 Nov	Controllers Institute of America	Chicago, Ill.	1,200
5-8 Nov	Assn. of Military Surgeons	Wash, D.C.	2,500
5-9 Nov	Society of Exploration Geophysicists	Denver, Colo.	1,500
7-8 Nov	Institute of Management Sciences	San Francisco, Calif.	300
7-10 Nov	American Nuclear Society	Chicago, Ill.	---
✓ 8-12 Nov	Adult Education Assn.	Wash, D.C.	500
9-10 Nov	Operation Research Society of America	San Francisco, Calif.	500
12-15 Nov	Assn. of Natl. Advertisers	Hot Springs, Va.	600
✓ 12-16 Nov	American Assn. of Land Grant Colleges & Universities	Kansas City, Mo.	1,000
13-15 Nov	American Petroleum Institute	Chicago, Ill.	6,000
13-15 Nov	Safety & Fire Protection Convention	Chicago, Ill.	7,000
✓ 13-15 Nov	Public Relations Society of America	Houston, Tex.	1,200
13-17 Nov	American Public Health Assn.	Detroit, Mich.	---
16-17 Nov	Natl. Industrial Traffic League	Denver, Colo.	1,000
20-21 Nov	Institute of Radio Engrs. (electronic devices meeting)	Wash, D.C.	---
22-25 Nov	National Council for the Social Studies	Chicago, Ill.	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
26-29 Nov	Natl. 4-H Club Congress	Chicago, Ill.	2,000
26-30 Nov	Internatl. City Managers Assn.	Miami Beach, Fla.	1,000
26 Nov-1 Dec	American Society of Mechanical Engrs.	New York City	7,000
26 Nov-1 Dec	Radiological Society of North America	Chicago, Ill.	3,000
27-30 Nov	Entomological Society of Am.	Miami, Fla.	---
28-30 Nov	Aviation Distributors & Manufacturers Assn.	New Orleans, La.	200
28-30 Nov	Electronic Industries Assn.	Los Angeles, Calif.	---
28 Nov-1 Dec	American Medical Assn. (clinical sessions)	Denver, Colo.	---
29 Nov-3 Dec	Amateur Athletic Union of the U.S.	Wash, D.C.	500
Nov	Society of Naval Architects & Marine Engrs.	New York City	500
Nov	American Institute of Electrical Engrs. (Conf. on magnetism)	Phoenix, Ariz.	1,000
Nov	Society of Medical Consultants to the Armed Forces	Wash, D.C.	---

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

3-12 Nov	Arizona State Fair	Phoenix, Ariz	250,000
6-10 Nov	Natl. Hotel Exposition	New York City	50,000
6-12 Nov	Women's Exposition of Arts & Industries	New York City	150,000
17-19 Nov	Natl. Postage Stamp Show	New York City	70,000
17-24 Nov	Eastern Natl. Livestock Show	Timonium, Md.	35,000

FAIRS, FESTIVALS, CELEBRATIONS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
23 Nov- 5 Dec	Internatl. Livestock Exposition	Chicago, Ill.	400,000
24-29 Nov	Electrical & Home Appliance Show	San Diego, Calif.	185,000
27 Nov- 1 Dec	Chemical Industries Exposition	New York City	50,000
29 Nov- 3 Dec	Winter Sports Show	New York City	35,000

DECEMBER 1961

	<u>MILITARY EVENTS</u>	<u>SIGNIFICANCE</u>
1 Dec	Seminar, Electrical Power Generation and Distribution	Ft. Belvoir, Va.
Dec	Army Advisory Panel on ROTC Affairs	Wash, D.C.
Dec	Exercise TRAIL BREAK	Camp Drum, N.Y.
		To discuss Army ROTC.
		To test battle group mobility, 82d Abn Div.

	<u>CIVIC EVENTS</u>	<u>ATTENDANCE</u>
7 Dec	Natl. Civil Defense Day	---
15 Dec	Bill of Rights Day	---
17 Dec	Pan American Aviation Day; anniversary of powered flight	---
25 Dec	Christmas	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

2-5 Dec	Visual Communications Congress	Los Angeles, Calif.	6,000
3-6 Dec	American Institute of Chemical Engrs.	New York City	1,500
3-7 Dec	American Board of Radiology	Wash, D.C.	200
4-8 Dec	American Vocational Assn.	Kansas City, Mo.	3,000

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>			<u>ATTENDANCE</u>
5-7 Dec	Natl. Aviation Trades Assn.	Wash, D.C.	300
6 Dec	American Ordnance Assn.	New York City	1,800
6-8 Dec	Natl. Assn. of Manufacturers	New York City	2,500
7-8 Dec	Natl. Assn. of Exhibit Managers	Los Angeles, Calif.	---
26-30 Dec	American Assn. for the Advancement of Science	Denver, Colo.	---
27-29 Dec	American Economic Assn.	New York City	4,000
27-29 Dec	Modern Language Assn. of America	Cincinnati, Ohio	4,000
27-30 Dec	American Historical Assn.	Wash, D.C.	2,500
27-31 Dec	American Astronomical Society	Denver, Colo.	250
28 Dec	Aviation Distributors & Manufacturers Assn.	New Orleans, La.	300
Dec	Society of Reproduction Engrs.	Los Angeles, Calif.	7,500
Dec	American Statistical Assn.	New York City	1,000
Dec	American Academy of Dermatology and Syphilology	Chicago, Ill.	---
Dec	Radiological Society of North America		---
Dec	American Academy of Optometry	Chicago, Ill.	

JANUARY 1962

MILITARY EVENTS

SIGNIFICANCE

22-26 Jan	Annual Command Chaplains' and Indorsing Agency Conf.	Wash, D.C.	
Jan	Exercise RED HILLS	Ft. Bragg, N.C.	To test battle group mobility, 101st Abn Div.

MILITARY EVENTS, Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
Jan	Command post Exercise BIG BLAST XV	Ft. Sheridan, Ill.	To train Active Army and Reserve Components' Per- sonnel in current techniques.
Jan- Feb	Exercise GREAT BEAR	Alaska	To practice re- inforcement of ALCOM by CONUS units, 4th Inf Div.

CIVIC EVENTS

ATTENDANCE

1 Jan	New Years Day	---
14 Jan	Civil Service Week begins	---
31 Jan	EXPLORER I anniversary	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

7-11 Jan	Natl. Retail Merchants Assn.	New York City	5,000
8-12 Jan	Society of Automotive Engrs.	Detroit, Mich.	5,000
✓ 10-11 Jan	Assn. of American Colleges	Cleveland, Ohio	800
14-18 Jan	American Astronautical Society	Philadelphia, Penn.	---
19-20 Jan	U.S. Jr. Chamber of Com- merce Ten Outstanding Young Men Congress	Santa Monica, Calif.	1,800
21-27 Jan	American Mathematical Society	Cincinnati, Ohio	2,000
25-27 Jan	Aluminum Assn.	New York City	---
Jan	Transportation Assn. of America	New York City	900
Jan	American Academy of Orthopedic Surgeons		---
Jan	Pan-American Congress of Ophthalmology	Lima, Peru	---

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
10-21 Jan	Natl. Motor Boat Show	New York City	400,000
12-20 Jan	Natl. Western Stock Show	Denver, Colo.	160,000
26 Jan- 4 Feb	Southwestern Exposition & Stock Show	Ft. Worth, Tex.	250,000

FEBRUARY 1962

SIGNIFICANCE

MILITARY EVENTS

22 Feb	7th Annual Observance of National Guard Muster Day	Nation-wide	To commemorate annual Muster days of Colonial Militia.
Feb	Command post exercise LUCKY GOLF	Ft. Gordon, Ga.	To train Active Army and Reserve Components' per- sonnel in current techniques.

CIVIC EVENTS

ATTENDANCE

1 Feb	Natl. Freedom Day	---
12 Feb	Lincoln's Birthday	---
22 Feb	Washington's Birthday	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

4-7 Feb	American Institute of Chemi- cal Engrs.	Los Angeles, Calif.	2,500
6-8 Feb	Society of the Plastics In- dustry Reinforced Plastics Division	Chicago, Ill.	1,500
✓ 17-21 Feb	American Assn. of School Administrators	Atlantic City, N.J.	18,000
18-22 Feb	Society of Mining Engrs.	New York City	5,000
22-25 Feb	Nisei Vets. of Foreign Wars	Sacramento, Calif.	250

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
✓ 24-28 Feb	Natl. Education Assn. Secondary School Principals	St. Louis, Mo.	4,700
27 Feb-1 Mar	Associated General Contractors of America	Los Angeles, Calif.	2,500
✓ 28 Feb-2 Mar	American Assn. of Jr. Colleges	Denver, Colo.	---
Feb	American College of Radiology	New York City	600

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

Feb	Automobile Show	Detroit, Mich.	150,000
Feb	Internatl. Boat Show	Miami, Fla.	100,000

MARCH 1962

MILITARY EVENTS

SIGNIFICANCE

6-8 Mar	Military Chaplains' Nuclear Symposium	Sandia Base, N.M.	Tri-Service Conf to discuss Chaplain's role.
11-13 Mar	Army Salutes Industry	Ft. Eustis, Va.	Banquet with ranking military and industry speakers - Industrial and Army Exhibits and displays.
Mar	Exercise BANYAN TREE IV	Panama	To practice reinforcement of CARIBCOM by CONUS units, 82d Abn Div.
Mar	Exercise BRISTLE CONE	Cp. Irwin, Calif.	To train in desert tactics and techniques for selected units, 4th Inf Div.
Mar	Command post Exercise CLOVER LEAF IV	Ft. Hood, Tex.	To train Active Army and Reserve Components' personnel in current techniques.

MILITARY EVENTS, Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
Mar	Command post Exercise BREAK THROUGH IV	Cp. Roberts, Calif.	To train Active Army and Reserve Components' per- sonnel in current techniques.

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

ATTENDANCE

1 Mar	Reserve Officers Assn., Natl. Council Meeting	Wash, D.C.	---
4-7 Mar	American Society of Mechanical Engrs (turbine power Conf)	Cleveland, Ohio	800
4-7 Mar	Association for Higher Learning	Chicago, Ill.	---
4-8 Mar	Assn. for Supervision and Curriculum Development	Las Vegas, Nev.	---
6-10 Mar	American Camping Assn.	New York City	3,000
11-17 Mar	American Congress of Survey- ing & Mapping	Wash, D.C.	3,000
11-17 Mar	American Society of Photogrammetry	Wash, D.C.	1,750
12-14 Mar	North American Wildlife Conf.	Denver, Colo.	1,200
12-16 Mar	American Concrete Institute	Denver, Colo.	800
13-15 Mar	Electronic Industries Assn.	Wash, D.C.	300
14-16 Mar	Biophysical Society of America	Wash, D.C.	500
14-16 Mar	Natl. Missiles & Space Conf.	Wash, D.C.	1,000
20-29 Mar	American Chemical Society	Wash, D.C.	7,000
25-30 Mar	Natl. Education Assn. Dept. of Elementary School Principals	Detroit, Mich.	3,500
25-30 Mar	Natl. Education Assn. Dept. of Audio-Visual Education	Kansas City, Mo.	2,000

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
26-29 Mar	Institute of Radio Engrs.	New York City	60,000
31 Mar- 6 Apr	Natl. Rifle Assn.	Wash, D.C.	2,000
Mar	Natl. Science Teachers Assn.	San Francisco, Calif.	2,000
Mar	American Rocket Society Ground Support Equipment Conf.	Detroit, Mich.	400
Mar	American Mosquito Control Assn.		---

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

2-10 Mar	Boat & Sportsmen's Show	Philadelphia, Penn.	150,000
3-11 Mar	Home & Travel Show	Toledo, Ohio	85,000
Mar	Natl. Boat Show	Chicago, Ill.	500,000
Mar	New England Home Show	Boston, Mass.	180,000

APRIL 1962

MILITARY EVENTS

SIGNIFICANCE

28 Apr	National Security Industrial Assn. Orientation	Ft. Monmouth, N.J.	
Apr	Meeting, Secretary of the Army's Historical Advisory Committee	Wash, D.C.	To discuss plans, programs and operations of the Office of the Chief of Military History.
Apr	USAFI Education Conf.	Madison, Wisc.	
Apr	Exercise CLEAR LAKE	Eglin AFB, Fla.	To test battle group mobility, 101st Abn Div.
Apr	Exercise TRACK DOWN	Ft. Hood, Texas	To train task force and test operational readiness, 1st Armd Div.

CIVIC EVENTS

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
22 Apr	Easter Sunday		---
	<u>CONVENTIONS, CONFERENCES, MEETINGS, ETC.</u>		
✓ 1-5 Apr	Natl. Assn. of Broadcasters	Chicago, Ill.	2,500
2-5 Apr	American College of Ob & Gyn	Chicago, Ill.	---
3-6 Apr	Society of Automotive Engrs. (aeronautic meeting)	New York City	2,500
6-8 Apr	American Society of Internal Medicine	Philadelphia, Penn.	---
6-13 Apr	American Academy of General Practice	Las Vegas, Nev.	---
9-13 Apr	American College of Physicians	Philadelphia, Penn.	10,000
9-13 Apr	American Management Assn. Conf.	San Francisco, Calif.	350
11-14 Apr	American Society for Public Administration	Detroit, Mich.	1,500
12-14 Apr	Natl. School Boards Assn.	St. Louis, Mo.	4,000
15-18 Apr	Natl. Education Assn. Council of Mathematics Teachers	San Francisco, Calif.	3,000
15-21 Apr	Society of Motion Picture & TV Engrs.	Los Angeles, Calif.	900
16-19 Apr	American Personnel & Guidance Assn.	Chicago, Ill.	4,000
16-19 Apr	American Industrial Arts Assn.	Pittsburgh, Penn.	1,000
17-19 Apr	American Institute of Industrial Engrs.	Atlantic City, N.J.	1,000
18-20 Apr	American Society of Newspaper Editors	New Orleans, La.	650
18-21 Apr	American Helicopter Society	Wash, D.C.	2,000
20 Apr- 2 May	Assn. of Iron & Steel Engrs.	Detroit, Mich.	1,500

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
22-26 Apr	Assn. of American Geographers	Miami Beach, Fla.	800
24-27 Apr	National Catholic Education Assn.	Detroit, Mich.	---
25-29 Apr	League of Women Voters	Minneapolis, Minn.	1,500
29 Apr- 3 May	American Ceramic Society	New York City	2,000
✓ Apr	American Assn. of University Professors	Chicago, Ill.	400
Apr	Institute of Environmental Sciences	Chicago, Ill.	---
Apr	Aerospace Medical Assn.	Atlantic City, N.J.	1,000
Apr	American College of Physicians		---
Apr	Federation of American Societies for Experimental Biology		---

FAIRS, FESTIVALS, CELEBRATIONS, ETC.

Apr	Natl. Photographic Show	New York City	150,000
-----	-------------------------	---------------	---------

MAY 1962

MILITARY EVENTS

SIGNIFICANCE

14 May	Women's Army Corps Anniversary	Army Installations Civilian Communities	Marks 20th anniversary of WAC and beginning of first WAC retirements based on service.
14 May	150th Anniversary of the Ordnance Corps		
19 May	Armed Forces Day	World-wide	
22-24 May	Seventh Annual Hydrogen, Thyatron and Modulator Symposium	Hexagon, Ft. Monmouth, N.J.	
26-27 May	Defense Advisory Committee on Education	Wash, D.C.	

MILITARY EVENTS, Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>SIGNIFICANCE</u>
May	Sixth Tripartite Standardization Discussions	Canada	
May	Quartermaster Assn. Industry Day	Natick, Mass.	
May	LOGEX 1962	Ft. Lee, Va.	
May	16th Annual Power Sources Conf.	Atlantic City, N.J.	
May	Logistical command post exercise LOGEX 62	Ft. Lee, Va.	To train major units in logistical duties.
May	Exercise SENECA SPEAR	Cp. Drum, N.Y.	To test operational readiness of infantry brigade, 2d Inf Brigade.
May	Exercise BENCH MARK	Ft. Stewart, Ga.	To test mobility of air-transportable missile command, 3d Msl Command.
May	Exercise MESA DRIVE	Yakima Firing Center, Wash.	To test operational readiness for a STRAC infantry division, 4th Inf Div.
May	Exercise LONG BASE	Ft. Jackson, S.C.	To test battle group mobility, 82d Abn Div.
May	16th Annual Frequency Control Symposia	Atlantic City, N.J.	

CIVIC EVENTSATTENDANCE

1 May	Loyalty Day; Law Day	---
8 May	VE Day	---

CIVIC EVENTS, Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
19 May.	Armed Forces Day		---
30 May	Memorial Day		---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

✓ 3-7 May	American Women in Radio & TV	Chicago, Ill	600
4 May	Commission on Accreditation of Service Experiences of the American Council on Education	Wash, D.C.	50
6-10 May	Electrochemical Society	Los Angeles, Calif.	650
6-10 May	Society of American Bacteriologists	Kansas City, Mo.	3,000
6-11 May	Boys' Clubs of America	Philadelphia, Penn.	1,000
7-11 May	American Institute of Architects	Dallas, Texas	2,000
8-9 May	American Society of Training Directors	Dallas, Texas	1,000
8-10 May	American Society of Lubrica- tion Engrs.	St. Louis, Mo.	2,000
8-10 May	Electronic Component Symposium	Wash, D.C.	500
8-11 May	American Surgical Assn.	Wash, D.C.	600
9-10 May	Highway Transportation Congress	Wash, D.C.	600
13-14 May	Marine Corps Reserve Officers Assn.	Wash, D.C.	350
14-16 May	American Natl. Red Cross	Seattle, Wash.	4,000
14-17 May	Natl. Aeronautical Electronics Conf.	Dayton, Ohio	5,500
14-18 May	American Nurses Assn.	Detroit, Mich.	10,000
14-18 May	American Society of Civil Engrs.	Omaha, Neb.	1,000
15-18 May	Internat'l. Council of Indus- trial Editors	Cleveland, Ohio	400

CONVENTIONS, CONFERENCES, MEETINGS, ETC., Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
17-18 May	Natl. Society of Business Budgeting	St. Louis, Mo.	300
20-23 May	American Institute of Chemical Engrs.	Baltimore, Md.	---
20-23 May	Natl. Congress of Parents & Teachers	Portland, Ore.	2,000
20-23 May	Radiation Research Society	Colorado Springs, Colo.	400
20-24 May	American Assn. of Airport Executives	Los Angeles, Calif.	600
20-24 May	Natl. Office Management Assn.	San Francisco, Calif.	1,000
20-25 May	Natl. Tuberculosis Assn.	Miami Beach, Fla.	2,700
20-25 May	Natl. Fire Protection Assn.	Philadelphia, Penn.	1,400
20-27 May	Aviation Writers Assn.	San Francisco, Calif.	500
21-22 May	Society of American Military Engrs.	Wash, D.C.	350
21-23 May	American Trucking Assn. (tank truck carriers Conf)	Miami Beach, Fla.	500
23-24 May	American Iron & Steel Institute	New York City	1,300
23-26 May	Aluminum Assn.	White Sulphur Springs, W.Va.	100
23-26 May	American Law Institute	Wash, D.C.	700
28 May-1 Jun	American Institute of Banking	Atlanta, Ga.	1,400
May	Natl. Rivers & Harbors Congress	Wash, D.C.	700
May	Operations Research Society of America	Wash, D.C.	---
May	American Trucking Assn. Committee of One Hundred	Chicago, Ill.	250
May	Navy League	Chicago, Ill.	1,000

CONVENTIONS, CONFERENCES, MEETINGS, ETC. Cont.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
May	American Assn. for Public Opinion Research	Atlantic City, N.J.	500
May	American Psychiatric Assn.		---
May	American Urologic Assn.		---
May	National League for Nursing		---
May	Medical Library Assn.		---
May	Annual Meeting, Adjutant Generals Assn. of the U.S.	New York City	---

JUNE 1962

<u>MILITARY EVENTS</u>			<u>SIGNIFICANCE</u>
1-4 Jun	Grand Finals, Live Phase, 1962 All-Army Entertainment Contest	Ft. Belvoir, Va.	Annual culmination of Army wide Entertainment activities.
4-6 Jun	8th Annual Radar Symposium (Army, Navy, Air Force, U. of Michigan Institute of Research and Technology)	Ann Arbor, Mich	
6-11 Jun	Project Mobility	Ft. Eustis & Ft. Story, Va.	Field exercise bringing forms transportation and cargo handling techniques into play to include night landing of troops and cargo utilization infra red lighting and beach area.
Jun	Exercise GREEN BANK	Overseas	To demonstrate STRAC ability to deploy, 82d Abn Div.
Jun	Army Science Conf.	West Point, N.Y.	

<u>CIVIC EVENTS</u>		<u>ATTENDANCE</u>
14 Jun	Flag Day; Army Birthday	---

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
3-7 Jun	Rotary Internatl.	Los Angeles, Calif.	12,000
3-8 Jun	Society of Automotive Engrs.	St. Louis, Mo.	1,500
4-6 Jun	Community Chest Campaign Leaders Conf.	Dayton, Ohio	400
10-14 Jun	Kiwanis Internatl.	Denver, Colo.	15,000
11-15 Jun	American Medical Assn.	Chicago, Ill.	---
12-14 Jun	Armed Forces Communications & Electronics Assn.	Wash, D.C.	1,000
15-16 Jun	National Annual Conf, the Military Govt. Assn.	Hartford, Conn.	---
17-21 Jun	American Nuclear Society	Boston, Mass.	---
17-21 Jun	American Institute of Electric- al Engrs.	Denver, Colo.	3,000
17-24 Jun	American Library Assn.	Miami Beach, Fla.	4,500
18-22 Jun	Optimist Internatl.	St. Louis, Mo.	2,000
20-23 Jun	Natl. Editorial Assn.	Philadelphia, Penn.	500
20-23 Jun	Lions Internatl.	Nice, France	---
20-23 Jun	Quota Club Internatl.	New Orleans, La.	600
23-27 Jun	Advertising Federation of America	Denver, Colo.	1,200
24-27 Jun	Institute of Radio Engrs. (group on military electronics)	Wash, D.C.	3,000
26-28 Jun	U.S. Jr. Chamber of Commerce	Las Vegas, Nev.	8,000
26-30 Jun	Reserve Officers Assn. of the U.S.	Las Vegas, Nev.	1,000
27-29 Jun	Conf. on Standards & Electro- nic Measurements	Boulder, Colo.	---
27-30 Jun	Natl. Society of Nuclear Medicine	Dallas, Texas	700

CONVENTIONS, CONFERENCES, MEETINGS, ETC.

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>ATTENDANCE</u>
28-30 Jun	Sertoma Internatl.	Kansas City, Mo.	300
Jun	Mothers of World War II	Chicago, Ill.	500
Jun	Natl. Assn. of Accountants	Chicago, Ill.	3,000
Jun	Civitan Internatl.	Dallas, Texas	1,500
Jun	American Marketing Assn.	Cincinnati, Ohio	1,000
Jun	Natl. Society of Professional Engrs.	French Lick, Ind.	500
Jun	American Home Economics Assn.		---
Jun	American Medical Assn. Annual Meeting		---

John
File - PR Com
June 9, 1961

RECEIVED
NAEB HEALTH CENTER

JUN 11 1961

7:59:10 11:42 11:26:49

Mr. Elmer G. Sulzer, Director
Radio-TV Communications
Indiana University
Bloomington, Indiana

Dear Bromor

Harold and I had a brainstorm that maybe it would be a good idea for the NAEB PR committee to line up "contact people" at universities sponsoring summer workshops (as listed in the Newsletter). These contact people would then distribute to the attendees NAEB propaganda, such as Fact Sheet indexes (from which we get a number of orders for Fact Sheets themselves), our membership flyers, and other brochures.

We would ship the needed items from here to the contact person.

What do you think?

Now to Hank Mamet's very excellent letter: The community workshops idea I leave for someone wiser in the field than I. I honestly don't know whether it would do much for the NAEB or not.

Yes, we have the descriptive brochure he mentions--a quite small, easily read thing. I enclose a copy in case you haven't seen it or have forgotten it.

Awards I tend to agree with you on...and without a lot of work, this in itself wouldn't stimulate too much interest in the NAEB, in my opinion.

For the "special" magazine we're issuing in September, do you think there is anyone who could do a better article on station promotion than was done by you in the booklet--or even one half as good? Also, the article by Tom Petry back in the March-April, 1960, Journal. If you have any ideas along that line, I'd like to investigate the possibilities.

Best regards,

Betty
(Mrs) Betty McKenzie
Publications Editor

bmck/ea

File - PR Com

July 21, 1961

Mrs. Betty McKenzie
Publications Editor, NAEB
119 Gregory Hall
Urbana, Illinois

Dear Betty:

Here are two Public Relations projects on which I would like your comments and cooperation. First, I received a number of valuable suggestions from our committee member Miss Marion Corwell, and I would like to quote to you one of these suggestions in detail:

For the information of the NAEB general membership, define the real duties and general function of every national committee and print them in the Newsletter. PREPARE AND MAIL NEWS RELEASES TO LOCAL PAPERS OF MEMBERS OF VARIOUS COMMITTEES TELLING OF THEIR APPOINTMENT TO DESIGNATED COMMITTEES BY PRESIDENT HARLEY, (DATE OF EACH APPOINTMENT DOES NOT HAVE TO BE GIVEN SINCE SOME TIME HAS ACTUALLY ELAPSED SINCE THIS ACTION HAS BEEN TAKEN.)

I think that this suggestion is one that could easily be implemented at once, and I wonder if you would be willing to undertake the chore. Perhaps you could get some assistance (though I doubt that you need it) from U. of I. News Bureau.

The other project is one that I think we should get on immediately and which would respond to many of the suggestions already made to me by members of our Public Relations committee. That is, to develop a 'SPEAKERS' GUIDE FOR NAEB BROADCASTERS'. In the event that you are not familiar with what the NAB is doing in this area, I am enclosing this SPEAKERS GUIDE. Could the NAEB find money to publish and distribute its own if our committee provided the copy?

I am sending a carbon of this letter to Harold, and no doubt will get some reaction from him on the subject too.

Keep up the fine work that you are doing!

Cordially yours,

Elmer G. Sulzer, Director
Radio and Television Communications

ECS: vz
cc: Mr. Harold E. Hill
Miss Marion Corwell

*Public Relations
Committee*

July 14, 1961

Mr. Elmer Sulzer, Director
Radio and Television Communications
Department of Radio and Television
Indiana University
Bloomington, Indiana

Dear Bromo:

I started a letter to you June 16, which was interrupted by my assignment to write the P.R. article for NAEB's special magazine, and now that I have finished the article, I'm sending you a copy, and will at last forward some of my thinking on NAEB's P.R. Committee, as I promised.

You'll notice from my article that I quoted from your "Manual." I think you did a beautiful job on it. It is not only attractive, but contains a lot of good material, as well. Betty McKenzie sent it along with her letter asking me to write the article.

You may have wondered why I indicated in my May 25 letter that I don't feel a full-time Public Relations Director is essential for the NAEB. I feel one of the main functions of the NAEB President is Public Relations...He is the official representative of the organization at meetings, as a speaker, and at social functions. If the staff becomes too large at the national headquarters level, the dues must continue to be raised -- and belonging to the national organization then becomes a hardship to members. (However, if the organization ever feels it can afford an official P.R. representative, I'd like the job! It's quite possible that the National Coffers are bulging much more than I am aware!)

I believe a well organized public relations committee could accomplish a great deal toward enhancing the national image of NAEB. And this is a time when an intensified public relations campaign is sorely needed. Following are a few suggestions for a course of action which you might like to consider:

1. Define the purpose and objectives of the P.R. Committee and establish target dates for completion of projects.
2. For the information of the NAEB general membership, define the real duties and general function of every national committee and print them in the Newsletter. PREPARE AND MAIL NEWS RELEASES TO LOCAL PAPERS OF MEMBERS OF VARIOUS COMMITTEES TELLING OF THEIR APPOINTMENT TO DESIGNATED COMMITTEES BY PRESIDENT HARLEY, (DATE OF EACH APPOINTMENT DOES NOT HAVE TO BE GIVEN SINCE SOME TIME HAS ACTUALLY ELAPSED SINCE THIS ACTION HAS BEEN TAKEN.)
3. Prepare a statement of NAEB's purpose and then begin preparation of a series of releases aimed especially at "selling" NAEB's merits to commercial broadcasters. (I was convinced of the importance of this "propaganda campaign" at the recent NAB convention in Washington. I talked with many commercial broadcasters who are terribly opposed to educational radio and television and their reasoning makes a great deal of sense.)
4. Prepare a brief, descriptive paragraph about NAEB which member-stations can insert in news releases and magazine articles, which they originate.
5. Prepare a statement containing historic data and significant accomplishments of NAEB which members may incorporate in speeches or utilize in explaining the organization to the general public.
6. Study NAEB's public relations strength and weaknesses through personal discussions with prominent commercial broadcasting leaders to determine the existing "image," or stereotype.
7. Publicity is indispensable to effective public relations. An amazing number of educational stations do not employ public relations staff members and therefore neglect this important area. Therefore, a helpful project of the

Public Relations committee might be the preparation of a public relations kit for use of member-stations. Contents should include:

- a. Statement from the president encouraging the initiation of a public relations program at the local level.
 - b. Steps of the approved national program.
 - c. Statement of the national Public Relations Committee Purpose.
 - d. Brief explanation of public relations, publicity and advertising.
 - e. List of survey questions designed to determine NAEB's strength (and/or weakness) in each member-station's locale.
 - f. Suggestions for individual members to incorporate in improving their own public relations in their communities, and indirectly boosting the national NAEB image.
 - g. Suggested guides for reporting news of national interest to Public Relations Committee, who can then originate general releases which might enhance the national importance of educational broadcasting.
 - h. Publication of a National Association of Educational Broadcaster's Brochure, including brief history of the organization, its objectives, number of members, etc...
8. Prepare a list of prominent industry leaders and other opinion molders who will receive NAEB materials, as approved by the NAEB Board.

It is very possible that some or many of my suggestions have been effected by the NAEB without my knowledge. I feel very deeply that this is a crucial time for educational broadcasters, since commercial stations are the targets of such bitter attacks, and it would be to our long-range advantage to establish, implement, and maintain a well-planned program designed to assure recognition among important publics of the existence, purposes, and accomplishments of the NAEB.

Be assured I stand ready to cooperate in any way, Mr. Chairman.

Cordially,

Marion Corwell, Manager
Educational Television

PERSONALIZED PUBLIC RELATIONS

BY

Marion E. Corwell

Public relations has been defined as "merely human decency... which flows from a good heart... genuine and sturdy enough to be reflected in deeds that are admirable and praiseworthy. "

To most of us, the term, "public relations," is thought of as a professional service; a planned campaign or program to be executed by a paid staff. Since World War II, the necessity of a well-defined blue print for public relations has been increasingly recognized by management of profit and non-profit organizations alike.

The importance of the major tool of the public relations expert -- publicity -- cannot be minimized. A station may be convinced its broadcast offerings are the best in its market, but if its potential audience is not induced to listen or watch, the effort for quality programming is lost. The advice of KNME's Thomas Petry in the March-April, 1960, NAEB Journal is excellent: "Better the product-- then advertise!"

But solid public relations embodies more than the planned publicity campaign, advertising, the studied attempt to cement relations with the press, and the various other calculated promotion strategies employed by the public relations pro. It is high-caliber public statesmanship from top management on down.

Everyone practices public relations in his association with others every day. The cheerful "good morning" of the boss greeting his secretary, or the pleasant-ries exchanged with the elevator operator, the word of encouragement to the janitor all add up to public relations -- personal, human relations.

In the same personal way, every employee is a public relations representative of his organization. The attitudes reflected by these "ambassadors" -- regardless of their positions in the organization -- are noted and the organization judged accordingly. The courteous, helpful switchboard operator, the receptionist's pleasant voice and manner in greeting a visitor, or the tact of a television producer can make friends for the organization they represent.

In his Public Relations Guide for the Educational Broadcasting Station, Elmer Sulzer puts it this way: "Public Relations is not just a collection of techniques. Rather, public relations is something that must be lived. All but one of your staff may practice perfect public relations -- but let that one staff member get indifferent and the whole battle may be lost. . . Good public relations is a full-time job for everybody. "

It follows that an employee who is happy in his work, proud of his organization and its management policies, will reflect that esprit de corps in his contacts and association with others. Giving the employee a feeling of "belonging" is important. Announcing staff changes to employees before releasing the news to the public, or having staff meetings often enough to allow employees to air problems and talk constructively regarding ideas and plans for the future may seem relatively inconsequential, but the psychological effect on the employee is tremendous. Perhaps nowhere is the human element more important than in employee relations because the foundations of favorable public good will are

laid in the loyalty and confidence reflected by the employee team. No one lives in a vacuum -- and the good word can be spread by employees' relatives and friends with the speed and spontaneity of a Roman candle.

Word of mouth promotion works effectively in other areas. The investment of time and money in staff members' active participation in civic and professional organizations is minimal compared to the good will it can generate. The genuine enthusiasm reflected by a satisfied employee for his organization often has greater impact than the promotion methods of the P. R. representative. And if an individual achieves recognition in a community project, his organization's identification is also included. Whether rightly or wrongly, an organization is judged by the impression its staff members make on their community associates and if these individuals constructively support community projects with selfless service, the impression is bound to be desirable public relations.

George Kendall, Director of Public Relations at WJR, Detroit, feels a broadcasting facility owes to the community

in which it operates a debt which can be paid not only in superior community programming, but in widespread personal participation in civic, educational, welfare, and service organizations as well. WJR's "Statement of General Policies" outlines the station's creed: "WJR personnel, under management coordination, are encouraged to serve on committees and to play an active role in worthwhile public service campaigns." A neatly framed axiom summing up this philosophy hangs on Mr. Kendall's office wall: "He profits most who serves best."

Often described by educators as a station programming as an educational station should, the operating policies of WJR (a 50 kw clear channel outlet numbering 17 million persons in its primary coverage area) have achieved success and won the praise of millions of mature minds.

In an era of formula radio featuring the repetition of "top 40" discs, gimmick station-breaks, and capsule news coverage -- all overloaded with commercials, WJR dared to be different. Severing a 23-year affiliation with the CBS Radio Network in May of 1959, WJR launched its independent

program schedule with programs shaped to the needs and tastes of the community. Dubbing its program philosophy "complete range programming", the station aims its quality fare at business, farm, sports, school, college, and many other groups.

Worth Kramer, WJR President, explains "complete range programming" simply as "programming with something for everyone. We program for minorities as well as majorities...for special interests as well as general interest." And a large portion of WJR's program offerings are "live."

WJR is undeniable proof that a quality product can sell -- not only in terms of listener-count, but in financial returns as well, and at the same time enjoy enviable prestige in the community it serves.

WJR Vice President and General Manager James Quello feels this community prestige evolves from "implementation of WJR's long-standing policy of distinguished public service." The licensing requirement of "serving public interest, convenience and necessity" is regarded as a priv-

ilege at WJR. In the words of Mr. Quello: "We try to be sensitive to the needs of the community, to cooperate in any way possible; to be civic conscious."

A striking example of the image held by WJR in Detroit hangs on the wall in Mr. Quello's office. It is a framed resolution passed in 1950, signed by Detroit's mayor and city council, endorsing WJR's license renewal application to the FCC.

Winner of 38 awards since 1959, and this year, the only radio station to capture the NEA School Bell Award "for distinguished service in the interpretation of education", WJR's unique position is reflected in the spirit and enthusiasm of its employees, as well as its listeners. WJR personnel have immense pride in their work and in their station. They are convinced that "WJR's carefully built image and practices are also those which many successful radio stations of the future will be following."

Typical of WJR's endorsement by educators is the comment of Michigan State University Communication Arts

Professor Walter Emery: "WJR is setting a pattern which all radio will have to come to if it is to survive in a society which, because of education, is becoming increasingly critical and sophisticated."

The key to personalized public relations is management attitude interpreted in well-defined policies. Basic ingredients in any effort to achieve a unified public relations program include:

1. Internal communications
2. Community participation
3. Professional activity
4. Competition for awards
5. Publicizing a quality product

Interaction of the employer serving the best interests of his employees, and the employees, imbued with spirit and enthusiasm to sell a quality product, cannot fail to produce personalized public relations -- resulting in manifold good will.

File-PR Comm

July 10, 1961

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Broome:

Tom had already thoughtfully sent me a copy of his suggestions for the PR guide...and I've looked it over quite thoroughly. He has some very good points to add, I think, but the truth of the matter is that we still have an "unlimited" supply of that particular booklet--and I doubt that we'll be reprinting any time soon. However, I think we should keep his suggestions in mind for any future revision.

I agree that the brevity and readability of the present guide has been the main reason for its acceptance. Perhaps, though, we could incorporate some of Tom's suggestions by adding a couple of other points and pages, rather than adding to specific pages as he has outlined.

Yes, things do seem to be working out quite well on the promotion materials distribution at conventions and workshops. I'm pleased. Thanks very much for your cooperation on it.

Sincerely yours,

Betty
(Mrs.) Betty McKensie
Publications Editor

BMC/dp

enclosures

cc: Mr. Thomas Petry

blcc: Mr. Harold E. Hill ✓

File - PR Comm

July 5, 1961

Dr. Murray R. Yaeger
Workshop Director
Boston University
640 Commonwealth Avenue
Boston, Massachusetts

Dear Dr. Yaeger:

We are sending you under separate cover thirty copies (fewer quantities of some items) of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop, Creation and Utilization of Instructional Television Programs, July and August, six weeks.

Thank you very much for cooperating in this.

Sincerely yours,

Betty
(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulzer ✓
Mr. Harold E. Hill ✓

under sep. cover - 30 - B-5, 9, 54
1 Fact Sheet Index
10 - Conv. flyer with Wash. monument

File-PR Com

VIA: AIR MAIL

July 26, 1961

Mr. Raymond T. Bedwell, Jr., Coordinator
Division of Radio and Television
School of Speech
Marquette University
625 N. Fifteenth Street
Milwaukee 3, Wisconsin

Dear Mr. Bedwell:

We are sending you under separate cover twenty copies of NAEB promotion materials as directed by Elmer Sulzer, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop on Television Teaching.

Thank you very much for cooperating in this.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

BME/dp

cc: Mr. Elmer G. Sulzer
Mr. Harold E. Hill ✓

under sep. cov. 20-B-9, 54, Fact Sheet Index, Public. order blank
2-B-5

File - PR Comm

July 26, 1961

Dr. Bernarr Cooper
Department of Speech
Florida State University
Tallahassee, Florida

Dear Bernie:

We are sending you under separate cover one hundred copies of NAEB promotion materials (fewer quantities of some items) as directed by Elmer Sulser, chairman of the NAEB Public Relations Committee. These are for distribution at your workshop on ETV Guides and Manuals, August 14-September 1.

Thank you very much for cooperating in this.

Sincerely yours,

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulser
Mr. Harold E. Hill ✓

under sep. cover - 100 - B-9, 54, Publication order blanks
25 - Conv. flyer
25 - Fact Sheet Index
10 - B-5

File-PR Com

Your Copy

August 21, 1961

Mr. Elmer G. Sulser, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Franco:

Reference is made to Tom Petry's letter regarding the American Bar Association Meeting, and your letters on the same subject.

First, let me say that both Betty and I considered the possibility of NAEB representation at the American Bar Association Meeting. However, by the time it was possible for us to try to set something up there was not time. In short, we had not received enough advance notice of the meeting to really do anything about it.

This does not detract from the fact that NAEB representation at such meetings is certainly something we should attempt to follow up on whenever possible. As you well know (because you and Betty set it up) NAEB brochures and other materials have been made available at several meetings of organizations during this past summer. This, I think, was a definite step in the right direction toward establishing better rapport with these other organizations and making the NAEB story better known across the country, especially to those people who are engaged in activities similar to ours. When it comes to actual representation, i.e., sending an NAEB representative to such meetings, we run into the problem of expense. As you well know, the NAEB budget is limited in all respects, and we do not have money to send people to such meetings. However, in the past whenever an NAEB member was going to attend such a meeting anyway, we have made every effort to see that that person is supplied with the necessary materials and information to do a good public relations job. We will continue to try to do this in the future, and perhaps someday we will be able to arrange for expense-paid representation at at least some of these meetings.

Now to turn to the "Speaker's Guide" similar to that issued by the National Association of Broadcasters. This, I think, is a terrific idea, and one that should be pursued. Here again, regrettably, the matter of money enters in. I will see that we get a copy of the NAB "Speaker's Guide" and send it along to Betty McKenzie, and perhaps she can get some printing estimates as to what it would cost us to put out something of a similar nature. In the meantime, I think it would certainly be advisable for your committee to start working on copy for such a booklet. Even if we are not in a position to put it out in a

(2)

fancy form, at least we might be able to get the information out in some form that would be helpful to people who could promote the NABE as speakers, or simply as attendees at other meetings.

We are currently endeavoring to get funds to provide for a general promotional effort for next year to promote educational broadcasting in general, and, specifically, the NABE. If we are able to get such a grant, obviously one of the things that we could include would be such a "Speaker's Guide" as you mention. As I say, I will try to get a copy of the NAB's Guide and send it along to McKenzie. I do not believe that we should prepare a formal presentation to the Board, until we have seen a copy of the Guide and Betty has had a chance to get some printing estimates, and your committee has had a chance to at least rough out the kinds of things that might go into such a guide for our Association. Therefore, let's hold off on your preparation of a formal presentation for the Board of Directors until we have a little more background to work from.

Cordially,

Harold E. Hill
Administrative Vice President

HHE/mlm

cc: Betty McKenzie
Tom Petry

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

#3

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

August 8, 1961

RECEIVED
NAB

Mr. Harold E. Hill
Administrative Vice President
NAEB
114 Gregory Hall
Urbana, Illinois

AM

7/8/9/61

Dear Harold:

Please note the enclosed letter from Petry which I would like returned. I would like to heartily endorse Tom's suggestion and express the further hope that Tom be given this appointment. Let me know what you do so I can keep my records straight.

Marion Corwell and I have been most enthusiastic about a project I want our committee to undertake, and that is the preparation of an attractive SPEAKER'S GUIDE similar to that issued by the NAB for radio. Since you are in Washington, you should be able to bum a copy off the NAB boys, but if you get frustrated I will send you one of my extra copies.

This projected SPEAKER'S GUIDE not only will make it easy for our membership to get up on short notice and deliver a dozen authoritative talks on the NAEB, but the material in the GUIDE will also provide the essentials for local news stories and local program schedules that our people may wish to get out.

Sure, it will be expensive, but it will serve so many purposes that I think it will be a good investment. If you agree, try to get this authorized so that our committee can come up with the proper copy before we get bumped out of office.

Whenever you and Dorothy happen to be passing through God's country, Dorothea and I insist on your paying us a visit. Otherwise, I withdraw my membership!

Cordially,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz
cc: Mrs. Betty McKenzie

hek: see note
on other Sulzer
letter

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

August 9, 1961

RECEIVED
NAED - URBANA

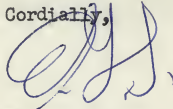
Aug 11 1961
8:10 AM
10.10.15.6

Mr. Harold E. Hill
Administrative Vice President
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Harold:

Supplementing the letter sent you two days ago, I am writing to see whether you will require for presentation to the Board, a more formal proposal for the printing of the proposed SPEAKER'S GUIDE than was contained in my letter of August 8th. I have been a little behind in my correspondence, and just today I got down to a note from Betty in which you requested such a formal proposal.

Cordially,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz

cc: Mrs. Betty McKenzie

*huh: Both original
& carbon to Bmc sent
here. def.*

File - PR Com

August 3, 1961

Mr. Elmer G. Sulser, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Elmer:


Sorry to disappoint you but I am afraid that while I am "willing" to undertake the chore of preparing news releases to local papers of members of various NAEB committees, it doesn't seem to me wise to do this right now. Why don't we wait until the new committee members are appointed in January and then send these out for all committee members including the old ones? Since some of the papers to whom these should go have received a Newsletter in which the committee members were listed, it might be gilding the lily to issue "news" releases now. I do think the idea is a good one and will follow through on it with the new year unless otherwise directed.

I also think the idea of Marion's of printing in the Newsletter feature articles defining the duties and function of NAEB committees is a good one and will see what I can do in this regard.

Regarding the Speaker's Guide, this too seems like a fine suggestion but the go-ahead on this will have to come from Harold because, as you gather, this one would cost money.

Thank you for the compliment on my work.

Best regards,


(Mrs.) Betty McKenale
Publications Editor

BMD/dp

cc: Miss Marion Corwell
Mr. Harold E. Hill ✓

File - PR Com

August 2, 1961

Mr. Donald J. Ganty
Speech and Dramatic Art Department
Adelphi College
Garden City, New York

Dear Mr. Ganty:

Your letter of July 25 addressed to Mr. Elmer G. Sulzer at Indiana University has been sent to me for reply. I am sorry to hear that your summer TV workshop had to be cancelled for lack of registration.

Thank you for your offer to assist in the distribution of NAEB literature during the coming year. Under separate cover we are sending you about fifty copies of several of our brochures as a starter. Please let us know when you need more.

Since you indicate that you will become a member of the NAEB in September, I wonder whether or not you have had the opportunity to see the literature on our annual convention. In case you have not, copies are enclosed.

Thanks again for your help.

Sincerely,

Betty

(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulzer
Mr. Harold E. Hill ✓

enclosures - all convention materials to date

under sep. cover - 50 - B-9, 10, 54, Fact Sheet Index
25 - Journal Index
1 - B-5 plus 50 order blanks

File - PR Com

August 2, 1961

Mr. Don Hyndman
Director of Public Relations
American Bar Association
1155 East Sixtieth Street
Chicago 37, Illinois

Dear Mr. Hyndman:

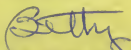
Your letter of July 18 addressed to Mr. Elmer G. Sulzer at Indiana University has been sent to me for reply. We are sending to Mr. Keefe, as you suggested, the literature concerning our association.

Since your institute is to be on public relations, I am enclosing our public relations guide for educational broadcasting stations which I thought you might like to see.

In your letter you say that you have enclosed a leaflet describing your institute. I do not have it here and I suppose Mr. Sulzer neglected to send it. May I have another one? After I have received the leaflet and had a chance to look it over, I will write you again concerning the possibility of having someone from our association attend your institute to participate in the discussions.

Thank you very much for this suggestion and I sincerely hope that we will be able to participate.

Sincerely,


(Mrs.) Betty McKenzie
Publications Editor

BMC/dp

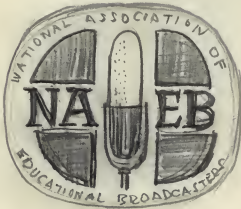
enclosure B-10

cc: Mr. John Keefe
Mr. Elmer G. Sulzer

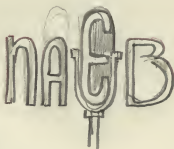
blcc: Mr. Harold E. Hill ✓

Under separate cover: 100 - B-54, 75 - B-9, 50 - B-10
20 - Fact Sheet Index, Journal Index, B-5

Memo from the desk of:
WILLIAM G. HARLEY



Memo from the desk of:
WILLIAM G. HARLEY



FEB 11/12 Mr. Elmer

Levis Company - Elmer

See charge - \$1.00 -

Exempt

~~\$2.50~~ 250 - 90 - \$ 1.30

500 - .78 - 1.00 (.98)

Safety lock is .04 additional -

Bold plated problem

1 color hand-fired enamel

Plastic box - .05 -

250 / .40
100.00
1000

500 / .2
100.00



#1



#4



#3



#2



#5



#1



#2



#3



#4



#5





MEM:

I said my "Ugh" yesterday, you'll recall when I first saw this. What happened to the other guy that was going to bring in designs? If nothing else, we'd better go back to the simplified, smaller version of the first one this guy brought in.

heh

8/11/61

Chas

Wall-
you - DeConference
5/60

Mr Harley —

What then?

Ugh!

~~I had~~
HEH —
Any suggestions?
Double Ugh!
Buck
8/11



September 7, 1961

Mr. Elmer Sulzer, Director
Radio and Television Communications
Indiana University
Bloomington, Indiana

Dear Bromo:

Betty McIlvane's special delivery letter was waiting for me at the Village gate when I arrived at work this morning.

I think the membership pin idea is great and that production should be expedited to insure availability by convention time.

I'd like to cast my vote for the following, listed in order of preference:

- 1- #3 (because it suggests the TV screen too)
- 2- #2
- 3- #5 (with dark background)
- 4- #4
- 5- #1

The proposed price is certainly reasonable enough and I can't imagine any difficulty would be encountered in merchandising the pins.

Cordially,

MC:a

Marion Corwell, Manager
Educational Television

MUSEUM 3-1300 • 4337 FIFTH AVENUE
PITTSBURGH 13, PENNSYLVANIA



Chairman

LELAND HAZARD

Vice Presidents

LEON FALK, JR.
GEORGE L. FOLLANSBEE

Secretary

GEORGE R. CRAIG

Assistant Secretaries

C. L. PAPA
C. R. PASCOE

Treasurer

GEORGE D. LOCKHART

Assistant Treasurer

LELAND C. BARRY

Counsel

THEODORE L. HAZLETT, JR.

General Manager

WILLIAM C. DEMPSEY

Directors

ALFRED W. BEATTIE
CARL P. BEISECKER
MRS. EARLE A. BROWN
GEORGE R. CRAIG
WILLIAM C. DEMPSEY
EARL A. DIMMICK
FRANCES L. DREW, M.D.
STREUBY L. DRUMM
EDWARD D. EDDY, JR.
MRS. JAMES H. ELKUS
LEON FALK, JR.
JOHN A. FEIGEL
GEORGE L. FOLLANSBEE
RABBI SOLOMON B.

FREEHOF

R. B. GOOKIN
CALVIN E. GROSS
MRS. O. HARRY GRUNER
FRANK HAWKINS
LELAND HAZARD
EMERSON G. HESS, JR.
RABBI AARON ILSON
GEORGE KETCHUM
ADDISON H. LEITCH
EDWARD H. LITCHFIELD
GEORGE D. LOCKHART
MRS. JOHN LYNCH
MALCOLM MACGREGOR
THE VERY REVEREND

HENRY J. McANULTY
DAVID J. McDONALD
MSGR. JOHN B. McDOWELL
HON. DAVID OLBUM
MISS CAROLYN PATTERSON
NATHAN W. PEARSON
MICHAEL M. REA
JOHN T. RYAN, JR.
ALBERT B. SMITH, JR.
HENRY R. SMITH, JR.
MRS. JOHN D. STUCHELL
NICHOLAS UNKOVIC
A. C. VAN DUSEN
JOHN C. WARNER
HON. FREDERIC C. WEIR
BUELL WHITEHILL, JR.

Miss Betty McIlvane
Administrative Assistant
NAEB
1346 Connecticut Avenue, N.W.
Suite 1119
Washington 6, D.C.

Dear Miss McIlvane:

Regarding your memo of September 5 concerning the lapel pins:

(1) I see no particular objection to the microphones being used as a symbol for both radio and television.

(2) Regarding choice of pins, I would say that numbers 2, 3 and 4 seemed the least cluttered of the group which you have submitted. I think that number 2 could be quite striking except in the event that the NAEB does go 'international'; the U.S. symbol might present a problem.

If there were more time we would be happy to give more thought to submitting alternative designs, but since you are rushed and we are trying to get our fall schedule on the air, I am sure you will understand the brevity of my comments.

Sincerely,

Thomas Petry
Acting Program Manager

RECEIVED
NAEB HEADQUARTERS

SEP 13 1961

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Metropolitan Pittsburgh Educational Television also operates WQED, Channel 16

ALABAMA EDUCATIONAL TELEVISION COMMISSION

807 PROTECTIVE LIFE BUILDING

BIRMINGHAM 3, ALABAMA

TELEPHONE FAIRFAX 2-4625

WAIQ, CHANNEL 2

WTIQ, CHANNEL 7

WBIQ, CHANNEL 10

September 6, 1961

COMMISSIONERS

REX SIKES

Liverie

VINCENT F. KILBORN


Mobile

H. MAYNARD LAYMAN

Decatur

MRS. BERTHA S. ROBERTS

Gadsden


HAROLD T. PURDY
Birmingham

STAFF

RAYMOND D. HURLBERT

General Manager

AL RENPRO

Chief Engineer

LOUIS PENEGUY

Director

Coordination & Information

MRS. MADGE LAW

Office Manager



Mrs. Betty McIlvane
National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington, 6, DC

Re: Lapel pins

Now I know you have gone to money and trouble designing the lapel pins, but..

I don't like the idea of using only a microphone for an indication of NAEB membership....

The mike lapel pin has been used by CBS and NBC since the '30's.

It has been used by every trade broadcasting school in the U.S.

It has been used by every 250 watt station.

Why not be different?

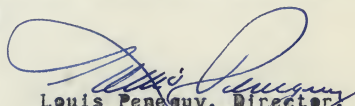
Time is urgent if you want to introduce this pin at the national convention, I know. But once the pin is "accepted", there will be no changing it.

If possible, I would suggest TV and radio both be "included" or neither be shown. If neither be shown, use the U.S. map with the letters "NAEB" or if the print would not be too small, use the complete spelling.

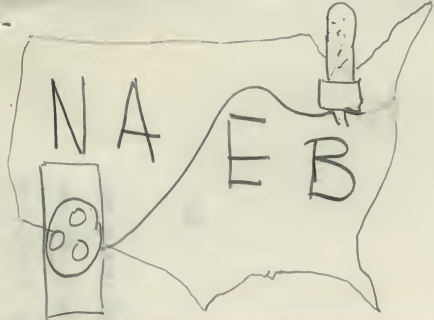
Attached is a very rough suggestion. This could be a blue flat U.S. map, with a raised (or flat, depending on the price) mike and TV camera front with "connecting cord" all in silver, with NAEB in black.

Question: I thought yellow and black were NAEB colors?

You asked what I thought?


Louis Peneguy, Director
Coordination and Information

cc: Elmer Sulzer



WG H-11
F-11
NATIONAL ASSOCIATION OF EDUCATIONAL
BROADCASTORS
1346 Connecticut Ave., N.W. Suite 1119
Washington 6, D.C.

MEMO: Elmer Sulzer
Chairman, Public Relations Committee
& Public Relations Committee

FROM: Betty McIlvanè
Administrative Assistant

RE: Membership Pin Suggestions

Date: September 5, 1961

Both Mr. Harley and Mr. Hill are out of the city this week; however, just prior to Mr. Harley's departure, we received the enclosed artwork and Mr. Harley asked me to advise you of this.

From time to time, and in particular more recently, many of our members have expressed an interest in being able to wear a lapel pin which indicates membership in the NAEB.

Therefore, we followed through and obtained some sketches of possible pins. Photostats of the sketches are attached and I have tried to indicate the color breaks which would be gold finish with a handfired enamel -- blue, red, green.

I would seem that if we could sell these pins for \$1.00 many more of our members would buy them. This would mean that we would have to order 500 pins, with plans to sell them over the next two years.

Any rough design ideas that anyone may come up with are welcome. The mike had been suggested as common to both radio and TV but granted that it represents the audio side only and not the visual of the educational radio and television industry.

The time to kick-off selling these pins, if this idea meets the approval of your committee would be at the 1961 convention in October. To do this, however, we would have to place an order for the pins no later than September 13. I am therefore, taking the liberty of sending copies of this memo to your committee members asking them to respond back immediately with their comments to you so that you can advise us no later than September 14. All the correspondence to the committee has been sent air-mail special delivery.

MEM/mnm
encl.

September 5, 1961

COLOR DESCRIPTIONS OF ARTWORK

- #1. No color indicated on rough artwork
- #2. Gold mike with blue map, NAEB in gold
- #3. Gold mike, blue border with gold background behind blue
"NAEB" lettering
- #4. Gold Mike with blue NAEB lettering outlined in gold
- #5. Blue border with gold lettering gold inner background
with gold mike.

(Blue was selected arbitrarily as the color for the hand-fired enamel)



Color
gala



#5

#1



Color

#4



#3



#2



#5



File - PR Com

September 9, 1961

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Department of Radio and Television
Indiana University
Bloomington, Indiana

Dear Bromo:

Because, unfortunately I suppose, we have set aside the same time (Monday morning) for Committee meetings as is set aside for Board meetings, it may be a little difficult for me to attend your PR Committee meeting. However, I am making arrangements for the Committee to have a room Monday morning. I am sure that Betty will be able to attend, and perhaps the Board meeting will be over by that time so that I too can attend. At least I will do my best.

Yes, I am sorry, but it is too late for us to insert a seminar session on "Educational Station Public Relations." I assure you that this was one of the topics considered when we had to narrow the ones presented down to twelve, and we know how important it is, but we just could not work it in.

I think your suggestion for having members of the PR Committee as NAEB representatives, when possible and feasible, is an excellent one. We will try our best to implement this, and I will let you know (or McKenzie will) of all meetings of which we are informed.

I agree that it might be just as well to wait until Betty is able to determine approximate printing costs before proceeding too far with the "Speaker's Guide." As you say, perhaps your Committee can look into this and come up with a definite recommendation at the time of the Convention meeting.

Looking forward to seeing you and Dorothea there.

Cordially,

Harold E. Hill
Administrative Vice President

HEH/mlm

cc: Betty McKenzie

#8

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

August 28, 1961

RECEIVED
NAEB HEADQUARTERS

AUG 31 1961

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

Mr. Harold E. Hill
National Association of Educational Broadcasters
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Harold:

Your memo of August 25th regarding the committee meetings reminded me that the Public Relations Committee should have a meeting sometime during the convention. Since I would like you and Betty to attend the meeting and because of your special interest in our function, which I appreciate, how about your setting up a time for this event and letting me know? Thereupon I will notify the other members of our committee. A few days ago, I sent Betty copies of the NAB speech packets, and if she can come up with an estimate by the time of our meeting and you have an idea as to how much can be spent for the purpose, I hope we can make a decision. Marion Corwell and I have been in quite a bit of correspondence regarding this matter, and she is as enthusiastic as I. In fact, I am going to have a conference with Marion in Indianapolis on September 29th in connection with an area AWRT meeting scheduled to begin on that date.

I know that this is a heck of a time to propose the matter, but it seems to me that a seminar session on "Educational Station Public Relations" would not have been out of place at the convention. I suppose it is too late to think of this now, or is it?

Looking forward to seeing you in Washington, I remain,

Sincerely yours,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz

cc: Mrs. Betty McKenzie

P.S. Don't schedule the PR Committee meeting for a Monday morning breakfast session, as we intend to arrive in Washington by "The Spirit of St. Louis", which is scheduled for arrival at 8:00 a.m. or thereabouts.

*Heh - This come here; guess Bros
doesn't know you've moved -*
INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

August 23, 1961

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

RECEIVED
NAEB - URBANA

Mr. Harold E. Hill
Administrative Vice President
NAEB
14 Gregory Hall
Urbana, Illinois

AM AUG 25 1961 PM
7:8,9,10,11,12,1,2,3,4,5,6

Dear Harold:

Thank you for yours of August 21. I am just wondering if, in the absence of money to cover expenses of NAEB representation at meetings of other groups, a plan such as the following might work out. You would notify the chairman of the Public Relations Committee of meetings at which such attendance seemed desirable. Then the chairman of the committee would circulate this to the members of his committee to see who might be relatively near and would be willing to attend at his or her own expense. I have a feeling that we could pick up considerable "free" representation this way. For instance I attended the annual meeting of the American College Public Relations Association in Denver this summer, since I was asked to chairman a panel and the train trip looked inviting. I willingly paid my own expenses. Just as easy as not, I could have represented the NAEB at this function. So, what do you think of the idea?

Since writing you last, I conned the NAB out of a few additional SPEAKERS GUIDES and I am sending Betty, by this mail, copies of the GUIDE for radio broadcasters and for television broadcasters respectively. Of course my idea is to get out a single GUIDE that would cover our entire membership. I presume that Betty will let you know the matter of costs when she has a chance, and then you will get in touch with me as to whether to proceed or not. Until I hear whether you find the money to do this or not I would rather hold the preparation in abeyance, because I should know concisely how far to go in the matter of speech inserts, etc. Each of the publications sent Betty contain the substance of nine speeches, and if I do get the green light, I would like to have some suggestions from you and Betty as to how many speeches to include, and your ideas as to the topics.

Cordially yours,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mp
cc: Mrs. Betty McKenzie

File-PR Com

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

September 6, 1961

RADIO BUILDING

Answer dictated
9/11/61

RECEIVED
NAEB - URBANA

AM SEP 11 1961 PM
7,8,9,10,11,12,1,2,3,4,5,6

Mr. Harold E. Hill
Administrative Vice President
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Mr. Hill:

In addition to the matter of the SPEAKERS GUIDE, I have another item that I would like our committee to take on as a project. Again I am copying an activity of the NAB.

I recently received from the NAB Public Relations Service two comprehensive folders titled respectively, "Radio Public Relations Aids" and "Television Public Relations Aids". These folders are issued primarily as indoctrination materials for new stations as they join the NAB, and I believe that something similar would be invaluable not only for our new NAEB members but also for our older ones.

I have only single copies of these publications, but since you are in Washington, you are in a good position to secure copies for yourself and Betty. I am having a conference with Marion Corwell the latter part of this month in Indianapolis, and at that time I will show her the copies I have.

Best regards!

Cordially yours,

Elmer G. Sulzer, Director
Radio and Television Communications

EGS/mp
cc:

Mrs. Betty McKenzie
Miss Marion Corwell
Mr. Thomas Petry

September 1, 1961

Marion Corwell
Henry Ford Museum &
Greenfield Village
Dearborn, Michigan

*Pub. Relations
Committee*

Dear Marion:

Thank you so much for sending me a copy of your comments to Elmer Sulzer, ~~Re:~~ a public relations program for the Association. I am frankly impressed by your perception of the needs and your excellent suggestions. Believe me, if we do get to the point where we can afford a public relations person in addition to the president, you will be first on the list of nominees.

Unlike your article for the special edition, too. ~~Aside~~ from a slight over-emphasis on WJR, as an example, its a darn good piece.

I haven't been "on the road" very much this summer, although this situation appears likely to change shortly. I am currently considering possible trips to Tanganyika, (for a conference on radio as an educational aid to Africa), to Holland, (for a dedication ceremony of the new studios of Radio Netherland), and Rome, (for an EBU meeting on instructional television). I have accepted a speaking engagement in Minneapolis on September 17 and it may be that I'll be stopping over in Detroit. If this appears likely, I'll let you know in advance.

I suppose beautiful girls always suffer slightly in their professional activities from the assumption that the phrase dumb blonde is a redundant. But, even knowing you as well as I do, I confess I was pleasantly surprised at the quality of thinking and insight which your writings reveal.

Cordially yours,

William G. Harley

WGH/m3



Henry Ford Museum AND Greenfield Village

DEARBORN, MICHIGAN

William Clay Ford, President
Donald A. Shelley, Executive Director

RECEIVED

NAEB HEADQUARTERS July 17, 1961

Dear Bill,

Thanks very much for your card....I hope you have a good time "on the road;" I'm sure you'll enjoy getting back on home grounds again in Madison.

I'm enclosing a copy of the article I just completed for the NAEB special magazine due for publication this fall. Also thought you'd be interested in the suggestions I made to Bromo for possible activities of the public relations committee. (He asked for ideas since I missed the meeting of the committee in Columbus last spring.)

You would have enjoyed my assignment this week-end. I judged a **beauty contest** to pick a "Miss Lincoln Park" as part of the Lincoln Park Pageant held last week. I rather enjoyed it and noticed I was much more speedy in making up my mind on the various categories than the male judges. I'm not sure what that proves!

Sincerely,

Marion Corwell

Marion Corwell

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Report of the Public Relations Committee

Presented at the NAEB 37th Annual Convention
October 23 - 26, 1961, Washington, D.C.

Functions of the P.R. Committee

A Public Relations Committee of an organization such as the NAEB has two basic functions in the designing, initiating, and approving of P.R. techniques. One of these is to assist the member stations and organizations in improving the images of their respective operations. The other is to build up the image of the parent organization, in this case the NAEB, when in so doing the image of the component members is correspondingly helped.

Accordingly, the efforts of your P.R. committee have been devoted to both of these functions. In view of the fact that this committee, in common with other NAEB committees can have very few meetings in the course of an average year, not as much can be accomplished as we would desire. Nevertheless, quite a lot of things (a) have been done, or (b) are in course of implementation. Each of these are discussed briefly below.

NAEB Promotion at Summer Workshop

Contact was made with approximately thirty related organizations holding summer workshops in an attempt to secure liason persons for the distribution of NAEB material and for answering questions regarding the organization with a possible recruitment of membership as a goal. Success in varying degrees was obtained with more than half of these groups and hundreds of copies of our publications were distributed.

Creation of Speakers Guide

A proposal to the NAEB board has been presented for the securing of funds to print and distribute an attractive looseleaf speakers' guide much on the order of the guides currently in use by the NAB. Various "speech summaries" in the proposed guide would cover all phases of educational broadcasting, enabling the speaker to face up to most oratorical demands with a minimum of effort. Besides the primary function, the guide would be useful in readily furnishing authoritative information for news stories, background material, and answers to questions that are constantly asked our members.

Representation at Meetings

It has come to the attention of various members of the P.R. Committee that there is a lack of NAEB representation at many meetings of learned groups. Since the membership of the Committee encompasses most of the areas of the United States, the chairman of the committee has offered to provide as far as possible such representation from the membership of the committee, in each case selecting a member sufficiently near the place of meeting to free the NAEB of all expense.

Promotion Slides for NAEB ET Stations

At the request of Headquarters, suggested copy for TV slides promoting NAEB (and the member station) as well as quotations have been prepared and have been submitted to the Board for approval.

Lapel Pin Proposal

A proposal has been made that NAEB adopt an official lapel pin. Several designs have been made and circulated to Committee members. As of now, those of the Committee who have commented are perfectly divided on the idea. Those favoring the idea of a pin have each favored a different design; one member does not like the idea of a pin. On this point the Committee earnestly requests the comments of its constituents.

Up-Grading the P.R. Manual

During the course of the year your Chairman solicited and received from various members of the Committee numerous suggestions and ideas that might be incorporated into future editions of the Manual.

P.R. Article

An authoritative illustrated article entitled "Personalized Public Relations" was prepared by Committee Member Marion Corwell for publication in the NAEB magazine.

Miscellaneous Ideas and Suggestions for Further Consideration

FULL TIME NAEB P.R. PERSON- initially approved by Committee at Columbus meeting--later objected to by some absentee members as well as by those voting for proposal--currently impossible for budgetary reason.

WIDER USE OF NAEB OFFICIAL LOGOTYPE - self-explanatory.

ADOPTION OF AN NAEB MUSICAL SIGNATURE - never discussed.

NAEB AUDIO STATION BREAK PROMOS - prepared by last year's P.R. Committee and transmitted to NAEB President - present status unknown.

NAEB IMAGE STATEMENT PREPARATION - While this chore has been assigned a number of members of this and last year's P.R. Committee, those involved have uniformly declared the task an impossible one--at least brief enough to be of some P.R. service. Paraphrasing the comments--"We all know what the NAEB image is--it just can't be said in a few words."

CHECK LIST OF PROMOTIONAL ROUTINES FOR EDUCATIONAL BROADCASTING STATIONS - Not done, but our P.R. Manual may largely take care of this.

COMMUNITY WORKSHOPS - Dim view taken by most members in view of (a) abundance, maybe too many, workshops now, and (b) too much time involved for Committee members who have full-time jobs of their own.

IMPROVED TRAVEL EXHIBIT - most Committee members approve - nothing done about it.

LOCAL NEWS RELEASES FROM HEADQUARTERS ABOUT NAEB MEMBERS - good idea but man-power time not available at Headquarters.

STUDY OF THE NAEB PROFILE - Suggestions have been made that the existing image of NAEB with non-NAEB persons and organizations be the subject of intensive study as a prelude to more accurate knowledge as to just where our P.R. targets are located. Such a study should include commercial broadcasters. Where opposition to educational broadcasting is identified, the reasons involved should be carefully appraised.

PREPARATION OF MAILING LIST TO INCLUDE LEADERS - This involves an addition to Headquarters mailing list of NAEB materials so as to include industry leaders and other opinion molders.

SUMMARY

The preceding report, listing things accomplished, things on the way, and items not yet out of the dream world, indicate a Committee replete in ideas and dedicated to the advancement of Educational Broadcasting. To implement every idea advanced is, of course, out of the question without the services of many full-time staff people. Thus it has been necessary for the Committee, consciously or otherwise, to confine its activities to items that can be carried to completion with existing facilities.

May I take this opportunity to thank sincerely all members of the Public Relations Committee, Harold E. Hill, and Betty McKenzie for help, ideas, and work far beyond the call of duty.

Elmer G. Sulzer, Chairman, Public Relations Committee
for Committee Members

Marye E. Benjamin

Lillian Brown

Frances Butler

Marion Corwell

Harold Engel

Roy Flynn

Henry H. Mamet

Lou Peneguy

Thomas Petry

T.M. Williams

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Public Relations Committee Meeting
Marriott Motor Hotel, Washington, D. C.
October 23, 1961

The meeting of the NAEB Public Relations Committee was called to order at 11:10 A.M. by Chairman Elmer Sulzer.

Members present were: Lillian Brown
Frances Butler
Marion Corwell
Harold Engel
Roy Flynn
Henry Mamet
Lou Peneguy
T. M. Williams
Betty McKenzie represented the NAEB Staff

Membership Pin

Chairman Sulzer opened the meeting with some general remarks concerning the objectives of the committee. First item of business was discussion concerning the proposed NAEB membership pin. The committee agreed to recommend to the Board that a membership pin is not needed.

Speaker's Guide and Public Relations Kit

A Speaker's Guide supplying topics for NAEB members to utilize in preparing lectures, and a Public Relations Kit were discussed. Betty McKenzie reported the NAEB Board concurs in the desirability of the Speaker's Guide, as long as costs are limited to \$100, and mimeographing rather than printing is employed in production of the materials. The committee agreed the Public Relations Kit and Speaker's Guide should be prepared but felt that an attractive lay-out should not be sacrificed to keep the cost at \$100. Chairman Sulzer assigned Henry Mamet to investigate cover designs and determine contents for the PR Kit, and Marion Corwell to select subjects for speeches to be included in the Guide. Chairman Sulzer will assign speech writers. Roy Flynn suggested the advisability of including choice quotations in the Speaker's Guide which could be incorporated into speeches. He was assigned the responsibility of compiling a list of quotes for use in the Guide.

Promotion Slides

Chairman Sulzer reported that Indiana University could produce the television promotion slides for \$10.60 a dozen. Lou Peneguy recommended that this source be utilized in producing the slides. The committee agreed to recommend to the Board that a slide be given to every NAEB TV member. Any additional slides would be sold for \$1.00 each.

Radio Promotion Tapes

Roy Flynn was assigned to review and edit audio tapes which were previously produced, then send them to Henry Mamet for review and possible use in the Public Relations Kit.

Summer Workshops

Chairman Sulzer asked members to inform Betty McKenzie of any meetings at which NAEB materials could be distributed. Betty mentioned that the NAEB Exhibit is available for large workshops. Henry Mamet suggested the regional directors be delegated to keep headquarters informed of any educational conventions at which the exhibit could be used.

NAEB Representation

Chairman Sulzer expressed his feeling that members of the Public Relations Committee should be asked to represent NAEB at functions requiring official representation in their respective areas.

Membership Drive for Public Affairs Directors

Henry Mamet suggested NAEB contact Public Affairs directors of commercial stations to invite them to join NAEB and participate actively in the organization. He suggested a letter be written with membership blank enclosed. Chairman Sulzer suggested the possibility of members doing this as a public relations activity. Committee recommendation: NAEB headquarters contact all commercial stations, providing them with a catalog listing the availability of NAEB programs, as well as network tapes, NAEB brochure, and application for membership.

Full-Time P. R. Director

The subject of a full-time Public Relations Director was discussed. Louis Peneguy was asked to explore possible sources of funds to underwrite the salary of a director.

NAEB NEWS TO RADIO-TV COLUMNISTS

Henry Mamet suggested all major radio-TV newspaper columnists be supplied with NAEB information. It was suggested that HQs request members to supply lists of radio and television columnists and editors in various communities, so these sources can be supplied with appropriate material. Marion Corwell recommended that a special effort be made to supply all NAEB information to Broadcasting-Telecasting.

Commercial-Educational Relations

Chairman Sulzer pointed out the importance of exerting every effort to cement relations between commercial and educational stations.

The meeting adjourned at 12:40 P. M.

Respectfully submitted,

Marion Corwell

October 3, 1961

Mr. Elmer G. Sulzer, Director
Radio-TV Communications
Indiana University
Bloomington, Indiana

Dear Bruno:

Bill would like to have a proposal from you, as chairman of the NAEB Public Relations Committee, to present to the NAEB Board of Directors at the time of its meeting here at the convention.

He would like a specific proposal for the production of an NAEB slide to be used by member stations, together with copy to be read by an announcer which could be used for either TV (in conjunction with the slide) or radio.

Since this is something you've been in favor of doing for some time, I'm sure you'll be happy to come up with such a proposal. The proposal should include some rough drawings of what two or three sample slides might look like, plus costs of making the slides, if you can get that, plus some sample scripts for use as indicated above.

Since the Board will actually meet before your committee does, I presume that you'll have to do this on your own as chairman unless you think you have time to poll the committee and then get the proposal to me a few days prior to the convention so I can include it in the Board agenda. However, I don't think there would be anything wrong with your doing it alone (since your committee has talked about this before) and then telling your committee about it at the time they meet here - in fact, by then I may be able to tell you what the Board action has been.

Please let me know what you plan to do (just to keep me informed) and then I'd appreciate the proposal just as soon as you can get it to me. Thanks, and I hate to rush you at the last minute, but it couldn't be avoided.

Cordially,

Harold E. Hill
Administrative Vice President

HEH/mlm
cc: Betty McKenzie
Heather

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

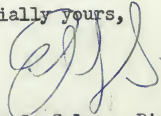
October 17, 1961

Mr. Harold E. Hill
Administrative Vice President, NAEB
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Harold:

I'll say my letter was confusing. The correct price for the slides, single copy, should be \$10.60 per dozen or \$30 for fifty. If more than one copy were to be used for these slides, let us say two different copies, the price for twelve of each would be twice \$10.60, etc. Hope this makes everything clear.

Cordially yours,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz
cc: Mrs. Betty McKenzie

RECEIVED
NAEB HEADQUARTERS

OCT 18 1961

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

1

RADIO AND TELEVISION DEPARTMENT
INDIANA UNIVERSITY
BLOOMINGTON, INDIANA

RECEIVED
NAEB HEADQUARTERS

Subject: Annual Report of the NAEB
Public Relations Committee

OCT 16 1961

AM PM
7 8 9 10 11 12 1 2 3 4 5 6

Dear *Harold:*

Please excuse this mimeographed communication, but I am sure that you can understand the necessity of it.

Enclosed is the Annual Report of our Public Relations Committee. I hope it meets with your satisfaction. No doubt many of the items will come to you as news, but I know that you can appreciate the difficulties involved in bringing every item up by mail before a committee whose members are as widely disseminated as ours are.

This Report will also serve as a sort of agenda for our meeting in Washington on Monday at 11:00 a.m. Obviously the Report alone contains many items and some of you may have additional ones to present. Therefore if you can make up your own mind in advance on some of these points, we can expedite things accordingly.

I want to take this opportunity of thanking all of you for the fine cooperation you have given me during the year just past. We probably did not get as much stuff completed as we would have liked, but no one can say that we haven't a lot of projects hanging fire.

Sincerely,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vs

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

October 10, 1961

RADIO BUILDING

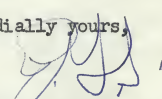
Mr. Harold E. Hill
Administrative Vice President, NAEB
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Harold:

Enclosed you will find three ideas of our artist for the slides. You recognize, of course, that these are hurriedly done, and are susceptible to a lot of refinement. But at least they indicate what could be done.

Regarding the cost -- I can get these slides made locally at the rate of \$10.60 per dozen or \$3 for 50, single copy. Several copies would, of course, be multiples of these rates. These prices are for good quality glass slides.

Cordially yours,


Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz

cc: Mrs. Betty McKenzie

*Dear Bums - The cost figures
are confusing. Will you please
send me some explanation
by return airmail, special,
because I need in preparing
information for Board meeting.*

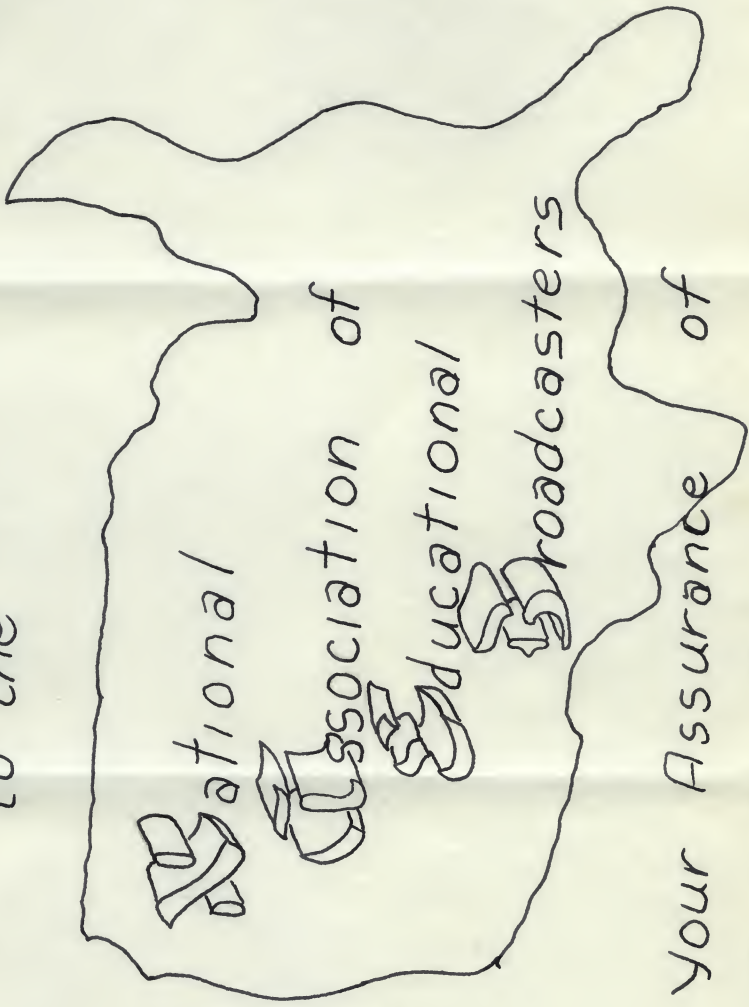
RECEIVED
NAEB HEADQUARTERS

OCT 12 1961

7 8 9 10 11 12 1 2 3 4 5 6
10/15/61

Charles H. Hurd
10/15/61

This Station Subscribes
to the



National
Association of
Educational
Broadcasters

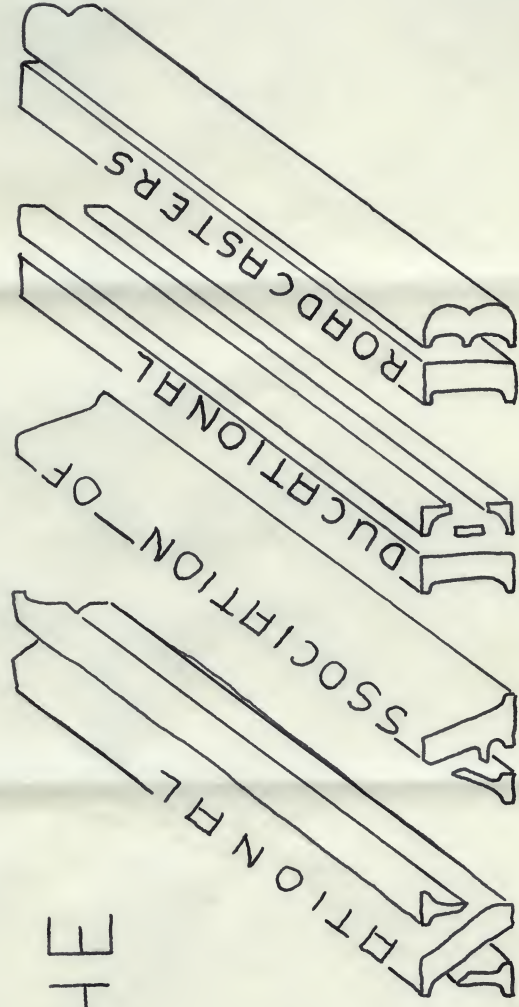
Your Assurance of
Quality Programming

HIGHEST STANDARDS

NAFIB

FINEST QUALITY

THE



Your Sign of

Responsible Broadcasting

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Report of the Public Relations Committee

Presented at the NAEB 37th Annual Convention
October 23 - 26, 1961, Washington, D.C.

Functions of the P.R. Committee

A Public Relations Committee of an organization such as the NAEB has two basic functions in the designing, initiating, and approving of P.R. techniques. One of these is to assist the member stations and organizations in improving the images of their respective operations. The other is to build up the image of the parent organization, in this case the NAEB, when in so doing the image of the component members is correspondingly helped.

Accordingly, the efforts of your P.R. committee have been devoted to both of these functions. In view of the fact that this committee, in common with other NAEB committees can have very few meetings in the course of an average year, not as much can be accomplished as we would desire. Nevertheless, quite a lot of things (a) have been done, or (b) are in course of implementation. Each of these are discussed briefly below.

NAEB Promotion at Summer Workshop

Contact was made with approximately thirty related organizations holding summer workshops in an attempt to secure liason persons for the distribution of NAEB material and for answering questions regarding the organization with a possible recruitment of membership as a goal. Success in varying degrees was obtained with more than half of these groups and hundreds of copies of our publications were distributed.

Creation of Speakers Guide

A proposal to the NAEB board has been presented for the securing of funds to print and distribute an attractive looseleaf speakers' guide much on the order of the guides currently in use by the NAB. Various "speech summaries" in the proposed guide would cover all phases of educational broadcasting, enabling the speaker to face up to most oratorical demands with a minimum of effort. Besides the primary function, the guide would be useful in readily furnishing authoritative information for news stories, background material, and answers to questions that are constantly asked our members.

Representation at Meetings

It has come to the attention of various members of the P.R. Committee that there is a lack of NAEB representation at many meetings of learned groups. Since the membership of the Committee encompasses most of the areas of the United States, the chairman of the committee has offered to provide as far as possible such representation from the membership of the committee, in each case selecting a member sufficiently near the place of meeting to free the NAEB of all expense.

Promotion Slides for NAEB ET Stations

At the request of Headquarters, suggested copy for TV slides promoting NAEB (and the member station) as well as quotations have been prepared and have been submitted to the Board for approval.

Lapel Pin Proposal

A proposal has been made that NAEB adopt an official lapel pin. Several designs have been made and circulated to Committee members. As of now, those of the Committee who have commented are perfectly divided on the idea. Those favoring the idea of a pin have each favored a different design; one member does not like the idea of a pin. On this point the Committee earnestly requests the comments of its constituents.

Up-Grading the P.R. Manual

During the course of the year your Chairman solicited and received from various members of the Committee numerous suggestions and ideas that might be incorporated into future editions of the Manual.

P.R. Article

An authoritative illustrated article entitled "Personalized Public Relations" was prepared by Committee Member Marion Corwell for publication in the NAEB magazine.

Miscellaneous Ideas and Suggestions for Further Consideration

FULL TIME NAEB P.R. PERSON- initially approved by Committee at Columbus meeting--later objected to by some absentee members as well as by those voting for proposal--currently impossible for budgetary reason.

WIDER USE OF NAEB OFFICIAL LOGOTYPE - self-explanatory.

ADOPTION OF AN NAEB MUSICAL SIGNATURE - never discussed.

NAEB AUDIO STATION BREAK PROMOS - prepared by last year's P.R. Committee and transmitted to NAEB President - present status unknown.

NAEB IMAGE STATEMENT PREPARATION - While this chore has been assigned a number of members of this and last year's P.R. Committee, those involved have uniformly declared the task an impossible one--at least brief enough to be of some P.R. service. Paraphrasing the comments--"We all know what the NAEB image is--it just can't be said in a few words."

CHECK LIST OF PROMOTIONAL ROUTINES FOR EDUCATIONAL BROADCASTING STATIONS - Not done, but our P.R. Manual may largely take care of this.

COMMUNITY WORKSHOPS - Dim view taken by most members in view of (a) abundance, maybe too many, workshops now, and (b) too much time involved for Committee members who have full-time jobs of their own.

IMPROVED TRAVEL EXHIBIT - most Committee members approve - nothing done about it.

LOCAL NEWS RELEASES FROM HEADQUARTERS ABOUT NAEB MEMBERS - good idea but man-power time not available at Headquarters.

STUDY OF THE NAEB PROFILE - Suggestions have been made that the existing image of NAEB with non-NAEB persons and organizations be the subject of intensive study as a prelude to more accurate knowledge as to just where our P.R. targets are located. Such a study should include commercial broadcasters. Where opposition to educational broadcasting is identified, the reasons involved should be carefully appraised.

PREPARATION OF MAILING LIST TO INCLUDE LEADERS - This involves an addition to Headquarters mailing list of NAEB materials so as to include industry leaders and other opinion molders.

SUMMARY

The preceding report, listing things accomplished, things on the way, and items not yet out of the dream world, indicate a Committee replete in ideas and dedicated to the advancement of Educational Broadcasting. To implement every idea advanced is, of course, out of the question without the services of many full-time staff people. Thus it has been necessary for the Committee, consciously or otherwise, to confine its activities to items that can be carried to completion with existing facilities.

May I take this opportunity to thank sincerely all members of the Public Relations Committee, Harold E. Hill, and Betty McKenzie for help, ideas, and work far beyond the call of duty.

Elmer G. Sulzer, Chairman, Public Relations Committee
for Committee Members

Marye E. Benjamin

Lillian Brown

Frances Butler

Marion Corwell

Harold Engel

Roy Flynn

Henry H. Mamet

Lou Peneguy

Thomas Petry

T.M. Williams

File - PR Com

October 18, 1961

Professor Edward Stasheff
Department of Speech
University of Michigan
Ann Arbor, Michigan

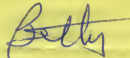
Dear Professor Stasheff:

I have a note on my calendar which says "Write Stasheff re PR materials for Speech Association convention during Christmas vacation." At this point (the note was made a long time ago) I'm not sure whether this is a state convention or national, or what.

Anyway, the idea is to ask you whether you'd be willing to represent the NAEB at this convention and distribute membership materials, etc. We could also provide an exhibit, if it could be used. It's about 3 feet tall and is a 3-panel job, with each panel being 2 feet wide.

Would you let me know how many people you anticipate will be there, and where we should send the materials and when?

Sincerely yours,



(Mrs.) Betty McKensie
Publications Editor

BMC/dp

cc: Mr. Elmer G. Sulzer
Mr. Harold E. Hill ✓

File - PR Com

October 16, 1961

Mr. Elmer G. Sulzer, Director
Radio and Television Communications
Department of Radio and Television
Indiana University
Bloomington, Indiana

Dear Bruno:

Have discussed with Bill your proposal that Marion Corwell
be named as chairman of the Public Relations Committee for
1962.

He and I both agree that she is a fine choice, and Bill will
so name her when the time comes in January to name the committees.
You can therefore tell her, unofficially, of this decision (can
tell the whole committee, for that matter, if you feel it will be
helpful) and proceed to "break her in" and fill her in on all the
details of the committee work that you have guided so competently--
and I mean that, sincerely.

Cordially,

Harold E. Hill
Administrative Vice President

HEH/mlm
cc: Betty McKenzie

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

October 13, 1961

RADIO BUILDING

RECEIVED
NAEB HEADQUARTERS

OCT 16 1961

AP 7 8 9 10 11 12 1 2 3 4 5 6 PM

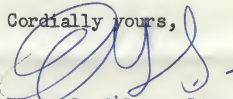
Mr. Harold E. Hill
Administrative Vice President, NAEB
1346 Connecticut Avenue N.W.
Washington, D.C.

Dear Harold:

Under separate cover I am sending you 200 copies of the report of the Public Relations Committee for distribution at our meeting. I will have a few extra copies with me in Washington in case the number sent you proves inadequate.

Changing the subject a little, I have an idea that would insure more adequately than is usually the case the continuity of the Public Relations Committee. If you could prevail upon Bill Harley to choose the chairman of this committee previous to our meeting, I will have an opportunity to go over everything in detail so that he or she will know the exact status. In fact I am going to bring my entire file with me in anticipation of such an action. Again I would like to say that in my opinion, Marion Corwell is head and shoulders above anyone else on our present committee for the chairmanship.

Cordially yours,


Elmer G. Sulzer, Director
Radio and Television Communications

EGS:mp

cc: Betty McKenzie

File - PR Com

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

October 10, 1961

Mr. Harold E. Hill
Administrative Vice President, NAEB
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

Dear Harold:

We are working like mad in developing something on the promotion slides, and as soon as possible, I will get to you a figure regarding the cost of these that you can present before the Board. I will also include some tentative designs as you requested. I hope you will apologize to the Board for the fact that this matter had to be developed so quickly, since I am sure that we could have done a much better job if we had had a little more time at our disposal.

You have a copy of a letter Betty wrote me under date of October 2, 1961, regarding the quotation on the SPEAKER'S GUIDES. I am wondering if you would also attempt to secure the approval of the Board for this expenditure in advance of our meeting. I am most interested in getting these GUIDES out because of the many purposes that they could serve. I talked the matter over in considerable detail with Marion Corwell when she was in Indianapolis last week, and she is equally enthusiastic about this proposition. Parenthetically, Marion would be an excellent person to head this committee next year -- the best, in fact, that I know of.

Cordially yours,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz
cc: Mrs. Betty McKenzie

RECEIVED
NAEB HEAD QUARTERS

OCT 12 1961

7 8 9 10 11 12 1 2 3 4 5 6
P M

Fitz: Public Relations Committee

November 7, 1961

Mr. Elmer G. Sulzer, Director
Radio and TV Communications
Indiana University
Bloomington, Indiana

Dear Elmer:

Its particularly good to hear that your Public Relations Committee had a productive session in Washington.

As for Lou proceeding with fund-raising efforts to support a public relations staff person, there is no conflict. Tell him that if he has any questions on conflicts to clear with his boss who also happens to be Chairman of the Development Committee.

So the green light is on from the NAEB Great White Father . . . we've got the space, but you should include not only his salary, but secretarial help, office supplies, and funds for the implementation of a PR program.

Good luck! I'll be anxiously awaiting to hear the results of his efforts.

Sincerely,

William G. Harley

WGH/mmm

INDIANA UNIVERSITY

BLOOMINGTON, INDIANA

RADIO AND TELEVISION SERVICE
DEPARTMENT OF RADIO AND TELEVISION

RADIO BUILDING

November 1, 1961

RECEIVED
NAEB HEADQUARTERS

Mr. William Harley
President, NAEB
Dupont Circle Office Building
1346 Connecticut Avenue, N.W.
Washington 6, D.C.

NOV 3 1961
AM 7:8:9:10:11:12:1:2:3:4:5:6 PM

Dear Bill:

Our NAEB Public Relations Committee had quite a productive session at its meeting in Washington. Marion Corwell kindly consented to supply me with the minutes of the session, and when she does, I will see that you get a copy promptly.

Among the things we took up was a matter of seeking a grant to establish a PR position with NAEB. Lou Peneguy was asked to make that his chore and go into the matter. As you can see from the thermofax of his letter to me of October 30th, Lou is on the ball and is already making mental plans. However, since this is a matter that might conflict with some of your thinking, I temporarily put the brakes on Lou, as you will note from my attached letter. Both Lou and I will be glad to get your comments so Lou will know how to proceed.

When you reply, please give us your ideas regarding the questions raised by Lou in his letter to me.

I sincerely hope that you are feeling better. I believe that you and your staff are entitled to great credit for one of the finest conventions we have ever had, and I hope that all of you are now getting a well-deserved rest.

Cordially,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:vz

cc: Miss Marion Corwell
Mr. Lou Peneguy

ALABAMA EDUCATIONAL TELEVISION COMMISSION

BIRMINGHAM 5, ALABAMA

October 30, 1961

Mr. Elmer Sulzer, Chairman
Public Relations Committee
Indiana University
Bloomington, Indiana

Dear Elmer:

A quick note to let you know that I enjoyed meeting you personally at the NAEB Convention.

I hope that you decided an additional meeting was not necessary. I hope, because if you had called to inform me of same, the message never reached me.

I believe that you picked a winner in appointing Marion Corwell as the new chairman of the NAEB Public Relations Committee.

Be certain that I shall shortly bite into the project assigned to me to seek funds for a grant to establish a public relations position with NAEB. Before I can do anything, however, I will need to know if you want me to write to Bill Marley to ask if his office has space for an extra desk if we can establish a full time person, if he could lend such a person some secretarial help or whether the grant would have to cover both the PR person and a secretary, plus floor space. Do I understand that you want me to assemble the whole "project" including the salary to be offered, whether or not travel pay would be available, office supplies, etc.?

I would like to get on this "project" as soon as possible, because firms are more generous in their thinking prior to the end of the year.

Lou Peneguy, Director,
Coordination and Information

LP/pb

cc: Marion Corwell

November 1, 1961

Mr. Lou Peneguy
Director, Co-ordination and Information
Alabama Educational Television Commission
Birmingham 3, Alabama

Dear Lou:

It was a pleasure to have seen you in Washington, and I am sorry that we didn't have more time together. The PR Committee did not have a second meeting, since I could see no developments that required it. However, you might be interested in knowing that Marion and I taxied over to the big city and had a nice interview with Sol Taishoff, Editor of BROADCASTING. We also met his Managing Editor, Art King. From these gentlemen, Marion and I derived some very good "backgrounds" which would stand us in good stead.

I want to congratulate you on getting on the ball so promptly in the matter of seeking funds for the PR grant for NAEB. I have not yet received from Marion the minutes of our meeting, which will be distributed to our committee membership as well as Headquarters. As a result, Headquarters may not know of our interests in this area, and there is still a chance that for some reason unknown to us, this activity may conflict with something that our boys in Washington are already working on. For this reason, I am writing Harley today as you will note from the attached copy; and I would suggest that you continue to make your plans in this matter but do not execute them until we get the green light from our NAEB Great White Father.

Hope everything is going well with you in the sunny South. For your information, I still have the laryngitis which seems to be delightful to the other members of our staff -- not to mention my classes.

Sincerely,



Elmer G. Sulzer, Director
Radio and Television Communications

EGS:ve
cc: Miss Marion Corwell
Mr. William Harley

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities

MITH MARYLAND INSTITUTE FOR
TECHNOLOGY IN THE HUMANITIES



**WISCONSIN
HISTORICAL
SOCIETY**



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.